

ELECTRICAL

Merchandising Week

A MCGRAW-HILL PUBLICATION
PRICE FIFTY CENTS
NOVEMBER 30, 1959 • NO. 13

SERVING THE APPLIANCE
RADIO • TELEVISION • AND
HOUSEWARES INDUSTRIES

Frozen-Food People Passing the Buck

Frozen food could put freezer makers in hot water . . . but appliance men think they've got an airtight defense

see page 15

A DISCOUNTER'S SECRET How Korvette Picks a New Location

For the first time anywhere, executives of the fast growing discount department firm tell how they parlayed a loft location into a regional chain of stores

see page 31

Is a Factory as Alluring As a Tropical Paradise?

It seems to be for a group of RCA-Whirlpool distributors whose sales soared after a junket to—of all places—St. Joseph, Michigan

see page 2

New Competition From Germany

The German appliance industry is enjoying a boom within its own borders . . . and has new products for export here

see page 17

MYHHWANA

Sad Story of How a Strike Damaged a Big Promotion

Participation in a new newspaper-backed appliance promotion is spotty as the strike and lack of enthusiasm by some papers and some dealers cuts participation

see page 6

Radio Industry Faces

Year-End Shortages

Everybody underestimated this year's radio business.
The almost inevitable result:

A Christmas shortage of "hot" numbers
and low-end, price-leader models

The hot word among manufacturers of domestic radios last week was "shortages." Retailers should be warned that in December—the big radio month—there will be shortages of radio models which have emerged this fall as hot items; and there will be shortages of low-end and leader models all across the domestic board.

The big brands are tracing their shortage fears to tightening of the supply of basic components. All the big ones buy from a smaller group of producers of variable condensers, resistors and other basic parts which make up the guts of radio chassis.

Suppliers base their production of components on their own estimates of the radio business for a coming year and on the orders placed by radio makers. Both groups underestimated radio sales for 1959. They'd expected retail sales to go ahead about 10%. As of last week, retail was ahead 16%. The result is shortages of components needed to keep hot models coming. The long time lag—60 to 90 days—necessary to mass production will seriously cramp the big makers' last

minute efforts to get recent hot sellers into retail stores by Christmas.

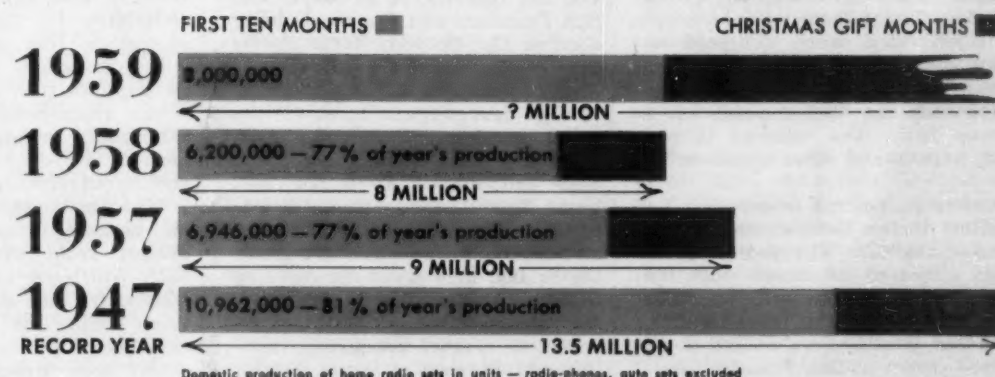
How about the smaller makers who can move more quickly? Their problem is different, but it still compounds the shortage problem. In October ELECTRICAL MERCHANDISING tipped retailers that the big trend for Christmas was general lowering of price levels.

In the last two months, price pressure at the low end has become acute. The small makers who specialize in low-end and leader merchandise are finding now that they did not schedule enough low-end goods. Even if they have supplies, they are reluctant to convert the production capacity required to supply low-end, short margin demands. Result: this year's one-price-lower models will be short in December.

The big makers underestimated the 1959 potential by about a million units. Last fall, when they were first planning their 1959 requirements, the projections for this year's retail sales were running to about 8.2 million.

Continued on page 73

Is Radio Headed For 12-Year Record High?



Factory & Fun vs Palms & Patios: Whirlpool's Gamble Pays Off

St. Joseph, Mich., isn't in the tropics but junkets there boost the firm's sales 12%.

St. Joseph, Mich., is a nice enough town—and in the summertime is even something of a resort itself for Midwesterners.

But in the fall and winter it's hardly any competition for Jamaica, Mexico or Timbuctoo.

And factory tours are not nearly as glamorous as a bull fight in Spain or a sun bath at Montego Beach.

Yet RCA-Whirlpool has gambled—and apparently successfully so—that its dealers would just as soon visit the factory in St. Joseph as embark on a world tour.

Sales to retailers by the 19 distributors who helped sponsor 76 trips to the company's headquarters for their dealers are up 46.6% over last year—12% above the 34.6% sales increase averaged by all 76 RCA-Whirlpool distributors,—the company's director of marketing, Jack Sparks, disclosed to EM Week last Thursday. One Eastern distributor increased sales to dealers by 114.6%. A West Coast distributor showed gains of 79.7%.

During the last year and a half, RCA-Whirlpool played host to more than 2,500 of its 16,000-plus dealers at the factory. Behind the company's gamble that it could compete at the dealer-buying level with the much publicized Hawaiian and Caribbean trips of its competition, was this philosophy, Sparks explained to EM Week.

"We started this plan because we felt that this was certainly the best and perhaps the only way we could help our dealers identify themselves closely with the company. It seemed obvious to us that a retailer of our products should know something of the how and where of those products he represents, and that he should know what kind of people are running it."

Distributors picked dealers, shared the cost

The objective—clear, but the ground rules for the RCA-Whirlpool program were made more flexible than is usual for a promotion so costly to the manufacturer. Each of the company's 76 distributors had the option of going along with the idea, or ignoring it. For the 19 who participated, here's how they operated:

Each distributor could select at least 20, not more than 40, of his dealers for the factory trip.

Distributors were obligated to pay one-half the cost of bringing dealers to the factory. Each distributor sent one staff member on a co-op basis, was required to pay full expenses of other members.

Dealers go, get red carpet

How dealers fared at the winning end of the RCA-Whirlpool program was witnessed last month when the 1959 series closed with a "West Coast Jet Jamboree." On Oct. 29, 110 Far West dealers walked down a red carpet at San Francisco Airport to board UAL's first scheduled



Portland, Ore., dealers take a close look at an RCA-Whirlpool assembly line in St. Joseph, Mich., during a

two-day factory visit. The Oregon dealers were among 2,500 retailers brought to the factory this fall.



Know-how was added to visiting dealers' program with full afternoon devoted to product talks and demon-

strations of sales techniques from factory experts like Roby Robinson and home economist Eleanor Reed.

DC-8 jet to Chicago. Bigger by more than twice any other dealer group to visit the factory, it represented the winning retailers of distributors RCA-Victor Distributing Co., Los Angeles; A. H. Meyer Co., San Francisco and Fresno; Fidelity Electric Co., Seattle; North Pacific Supply Co., Portland; The Carter Johnson Co., San Diego.

With headquarters at the Whitcomb Hotel in St. Joseph, Mich., the group ended the day with cocktails and dinner at which they heard Notre Dame's Athletic Director Ed "Moose" Krause discuss strategy for the coming Navy game. On Friday, they spent the morning on a guided tour of the company's washer-dryer combination and its automatic washer production facilities. After lunch at the company's North Shore Administrative Cen-

ter, the dealers and guests were given a view of the Whirlpool display room and then spent the afternoon in the auditorium for a concentrated program of product training and appliance marketing techniques by the company's top specialists and executives.

On Saturday, the West Coast dealers took part in an open forum with representatives of RCA-Whirlpool's laundry, range, refrigeration, air conditioning divisions and its advertising managers.

With its biggest group on hand, and because it was the first visit of dealers from the Pacific states, RCA-Whirlpool had thrown in a tasty extra that stepped up competition during the West Coast contests. On Saturday, the far westerners were treated to the Navy-Notre Dame game at South Bend.

This Weeks Color TV

MONDAY (All Times E.S.T.)

6:30 A.M. (NBC) Continental Classroom (Modern Chemistry, Monday through Friday)
12:30 P.M. (NBC) It Could Be You (Monday through Friday)
10 P.M. (NBC) Steve Allen

TUESDAY

9 A.M. Arthur Murray Party
9:30 P.M. (NBC) Ford Star-time (Red Buttons in an original comedy)

WEDNESDAY

8:30 P.M. (NBC) the Price is Right (Bill Cullen, emcee)
9 P.M. (NBC) Perry Como Show (Guests: Dolores Gray, Andy Griffith, Joe Bushkin)

THURSDAY

9:30 P.M. (NBC) Tennessee Ernie Ford Show (Guest: Allen Case)

FRIDAY

8:30 P.M. (NBC) Art Carney Show (musical comedy review)

SATURDAY

10 A.M. (NBC) Howdy Doody
10:30 A.M. (NBC) Ruff & Reddy
4:15 P.M. (NBC) Football (Syracuse vs UCLA)
7:30 P.M. (NBC) Time for Bonanza

SUNDAY

2 P.M. (NBC) Pro Basketball (St. Louis vs. Cincinnati)
6 P.M. (NBC) Bell System Science Series (Gateways to the Mind, story of human senses)
8 P.M. (NBC) Sunday Showcase with Jimmy Durante (Guests: Ray Bolger, Jane Powell, Jimmie Rodgers)
9 P.M. (NBC) Dinah Shore Show

Every Day a Holiday? 1960 Fills The Bill

Next year every dog, man, woman and child should have a day.

In a 1960 calendar compiled by Harrison V. and William D. Chase for the Apple Tree Press of Flint, Mich., it will take 13 years, six months and five days to observe every listed holiday.

A fast getaway is essential. Not only will New Year's Day be observed on Jan. 1, there's Business-Education Day and Haitian Independence Day to be considered.

Plus the start of United Cerebral Palsy Month, Break-A-Cold Month, Hot Chocolate Milk Time, Louisiana Yam Supper Season, National Colorado Beef Month, Super Market Month and Wheat Bread Month.

And the beginning of Visit the United States of American Year and the final six months of World Refugee Year.

Although Silent Record Week or Mute Your Muffler Month may have limited appeal, dealers can utilize some of the other 650 "holidays" to spur sales or start promotions.

On March 21, Radio Corp. of America will kick off National Television Technicians' Week.

The National Carbon Co. furnishes another timely promotion by starting Portable Radio Month on June 1.



Hawaiian dealers and distributors got a rundown on Westinghouse operations at Columbus and Metuchen as part of their switch-around trip to the mainland. Here, Richard Toma-

shiro and Roy Bridges, sales training manager at Columbus, discuss a stripped down control panel. Steve Sickich, one of 16 Montana dealers along on the jaunt, watches.

Westinghouse Pulls Switcheroo —Brings Hawaiian Dealers Here

There were hula girls with ukes, all right, but they were strumming a variation on the usual week-on-Waikiki theme when . . .

. . . sixteen Westinghouse dealers and distributors collected their vacations a couple of weeks ago. They were Hawaiian dealers and distributors off on a week-long tour of the mainland.

EM Week caught them in between a tour of Rockefeller Center and a jaunt to Westinghouse's Metuchen plant—just long enough to hear how they run their business on The Islands.

Larry Lau, speaking for dealers operating on islands two- or three-hundred miles from the source of supply in Honolulu, says business is just as competitive as in the big city. "There are usually two franchised dealers from each big manufacturer in a town."

"Since we are so far from the distributor," he went on, "our product's reputation rests on our shoulders. That means we have to do a good job on service—hire our own men, stock most parts."

Often the two franchised dealers work together, he explained. "We have to. If I don't have what my customer wants in stock, I borrow it from him. He does the same. Then we pay each other back when our orders come in."

"Dealers have it easier in Honolulu," Lau grinned. "There, the distributor has to bother with service. So the dealers don't have to worry about stocking parts. And they don't have to worry about the long time lapse for orders either."

Lau phones, writes or teletypes his distributor in Honolulu. His orders come across the water by barge. The whole operation takes about three days.

Lau estimates 85% of his sales are on top-of-the-line models. "My customers are interested in value. They consider appliances as investments, to last them maybe 16 years."

Alec Chow, a Honolulu distributor, says the same thing holds true all over The Islands. "Otherwise, there's not much difference in what people buy here than on the mainland," he pointed out. "Refrigerators are always big. We're moving a lot of washers, too."

Chow said he hasn't had any trouble from the steel strike yet. "Of course," he explained, "we always order ahead because it takes maybe three to five weeks for delivery. Maybe we will feel the strike later than mainland distributors."

Is Picking Accounts Legal Government Asks Court

The Justice Department is hoping for Supreme Court reversal of a case that antitrust lawyers say will allow manufacturers to fair trade their products, even without a fair trade law.

Parke Davis & Co., devised the scheme which, they say, consists only of informing the trade of your price policy and then refusing to sell those who won't follow it. The government lost in trial court, now has appealed to the Supreme Court. The court's ruling, expected in about a month, may spell out just how far this customer selection principle can be carried.

For Amana, the Key Words Are "Free O'Frost"

Frostless refrigeration, an expanded refrigerator-freezer line, and big promotional plans are ahead for 1960.

Over 200 distributor reps flew to Cedar Rapids, Iowa, last week to see Amana's new line.

If new features and new models were what they were looking for, the trip was no waste of time.

Amana showed:

1—A refrigerator-freezer line expanded to six models.

2—A new system for frostless refrigeration that allows Amana to retain the much-sold virtues of contact freezing.

3—Plans for the biggest promotional year ever, with seven distinct programs.

Amana's Free O'Frost refrigerators were, of course, the highlight. Technically, the FOF models eliminate frost by concentrating it on an extra-cold coil and defrosting it from there once a day. The coil is called the frost magnet and works because cold attracts moisture. Amana patented this system in 1955.

The boxes themselves—there are two FOF models—carry a lot of visual distinction. The freezer door

is made of steel with a gold, embossed vinyl covering bonded to it. And here lay the single problem, attending distributors said—there was an immediate query as to whether or not the new boxes would be available in plain white. The immediate answer was "no." Distributors feel, however, that once the FOF models are thoroughly sampled, it will be "yes."

Over in the regular FFR line, Amana dropped in a middle-sized unit to provide an easier step-up and a wider market. This move, too, made distributors happy.

In fact, it's obvious that Amana has been shooting for and is going to shoot for a bigger chunk of the refrigerator market. Amana's president, George C. Foerstner, prefers to put it this way: "The whole field is really moving our way." In either case, Amana distributors arrived home a few days ago in full awareness of their NEMA and BPI targets for 1960, and this included a big slug of increase in FFR's.

On the question on steel, George Foerstner's comments—"We've been buying it wherever we can, paying the price we have to"—left most distributors at the meeting reasonably sure they'd have merchandise to sell, which may have been the question uppermost in their minds when they went to Cedar Rapids.

A Hole in the Wall Can Be Big Business

How are your installation crews at cutting holes in the wall? They'd better be pretty expert at it if you plan to sell air conditioning to builders of apartment buildings.

That much is apparent from the results of a survey just completed by Fedders Corp. The company asked 1,000 builders of apartment or garden-type apartment buildings what type of cooling they planned to use in the next 12 months. Eighty % said they would use through-the-wall air conditioning.

There are four basic types of apartment cooling. In addition to through-the-wall, the other three are central duct systems, central chilled-water systems and window units.

Fedders makes all four types of equipment but the company's survey shows that only 12% of the builders plan to use central ducts, 7% will use central chilled water systems and only 1% will go with window units.

Almost everybody wants it. It will come as no surprise to readers of real estate advertising that air conditioning of apartments has become a virtually universal practice. Almost 95% of the builders contacted by Fedders were using it either in their present or next project.

Why they made their choice. Builders were pretty evenly divided when asked why they chose the system they did. Three reasons—cost, ease of installation and possibility of individual room control—were most frequently given.

Fedders President Salvatore Giordano suggests that builders had two considerations in mind when they cited cost as a reason for picking a through-the-wall system. He says builders can save on both cost of the system and cost of operation; installation of wall units could save a builder as much as a third over a central system in an average building.

Austrian Price Slashes Bring Xmas Bargains

Vienna, Austria—There are bargains here for Christmas buyers of electrical appliances.

In the wake of price cuts by the major Austrian companies dealing with the import and marketing of refrigerators, consumer advisory councils were asking Austrians to compare prices carefully before buying. More price reductions were in prospect.

The two companies which sell more than half of all units sold here slashed prices 10 to 20%, and on some models as much as 25%. They explained they wanted to end the uncontrollable rebate system which produced wide variations of price between dealers and which also caused many marketing difficulties as well.

Manufacturers of units bear half of the price reductions. The other half is absorbed by wholesale companies and retailers. As a result they cannot be underbid except for obvious dumping.

The pioneer price-cutters were confident that more stable prices will be asked from now on for refrigerators, freezers and some other electrical appliances.

Can You Have Cake and Eat It, Too?

The executive group of the electric housewares industry met in Chicago last week, wondering about that question.

Arnold O. Wolf, president of Hamilton Beach and chairman of the electric housewares section of NEMA, in an exclusive interview with EM Week, described the industry dilemma. On the one hand, he said: "We'll all have a banner year in 1959 in both volume and profit. . . . Industry should hit about \$1.2 billion retail sales." On the other hand, leading executives of the business fear that market conditions of recent years are peeling away the prestige image consumers once had of the electric housewares product line.

The market conditions Wolf refers to are well known: Increased distributional outlets of electric housewares; discount-house pricing; footbaling; departure of Fair Trade; increasing view of electric housewares as lower margin turnover merchandise. Each of these marketing revolutions in turn has contributed to the booming of electric housewares from a \$650 million business at retail in 1951, to a peak of \$1.5 billion in 1956, and to a slide to \$1.19 billion in 1958.

But did the piper have to be paid for the boom? Was the price a change in customer attitude over 10 years? Does the customer still give the bride the prestige \$29.95 toaster of 10 years ago? Or does she not, fearing the bride will remember the \$7.77 toaster on the drug store shelf in 1959?

These are disturbing questions. Wolf proposes to find some answers. He suggests to industry a consumer study in depth. He dislikes the connotation of "motivational research" or "psychological study." Also he prefers the study stay away from "consignment talk, distribution, pricing practices and brand comparison."

He proposes to his fellow executives that the electric housewares section take on a study to determine the current consumer attitude to the industry and its product. He would ask: "Has she changed

her attitude? What does she want in an appliance? What does she want in a gift? Why does she buy a gift? What is she buying as a gift? It's not electric housewares, why not? What did we do wrong to make her change? What about new products? What about prices? Would she pay a little more if we gave her an item that was more expensive but did a better job?"

If the Chicago meeting approved Wolf's idea, they would pass it along to a committee for further study. Wolf says: "Before we could go ahead with such a study, we'd have to find out how much it would cost within our limitations and who would do the job."

Does Wolf feel such a study would solve the problems of the industry? "By itself, no."

Does Wolf feel that despite this year's return of volume and profit the industry is still a chaotic one? "Yes, but not as chaotic as it was."

Does he feel that current distributional experiments will help the business farther out of its chaos?

First the chaos: "In the past couple of years some of the hysteria has subsided. Some of the discount-house fear has passed over. We're meeting the discount house by changing our marketing philosophy. We (manufacturer, distributor and dealer) have all learned from the reduced margin of the discount house. They've shown that it is a fast turnover product and perhaps does not need the higher margin it once had. . . .

"Fair Trade's passing was a terrible blow to the business. We'd lived with it for a long time. You don't recover from its loss over night. . . . Fair Trade took its biggest toll at retail and wholesale. The distributor is working at 60% of the margin he got in the old days. The dealer who once got 35% is now working at 15 and 20. . . ."

Who has been responsible for industry chaos? "We're all to be blamed for the sins of the industry. . . . The manufacturers have contributed to the cheapening of our business too. You're seeing toasters for \$7.77. If it can make toast it's

certainly worth more than \$7.77."

Will consignment selling of the Sunbeam type, for instance, help clean up some of these cheapening trends?

"I go along with consignment selling only with reservations," Wolf said. "I don't really see what it accomplishes that we don't already accomplish with extended dating. Dating has been traditional with the business. With dating the title to the merchandise passes on shipment. With consignment selling it does not."

"Consignment selling," Wolf continued, "does put stability in pricing at wholesale at least. It prevents the distributor from giving away his profit and starting the pricing landslide. . . . There are distributors who work on the 2% cash discount only. . . . But consignment selling also leads to eventual direct selling. I don't want to see anything happen that will remove the distributor or any more of his functions. You've got to have him around. How else can you know when you've made a lemon? He knows his market and the local conditions better than I do sitting in Racine. I can't afford to be without that knowledge. If I consignment sell, he becomes little more than an agent. He takes what I ship. He does not resist me. I need that resistance. . . .

"Besides," Wolf continued, "there's the question of legality in consignment selling. It would take a tremendous amount of money to support it nationally. Not all manufacturers can afford to do it. If some couldn't, they might be forced out. It might bring on a shakeout. If it did, the government might consider those with consignment selling to be in restraint of trade and take them into court for monopolistic practices. . . ."

Isn't there already a shakeout trend in the industry? "Well, there are signs of mergers or near mergers," Wolf answered. "There's cross manufacturing going on. Brand A makes item A for Brand B and vice versa. It costs maybe \$250,000 to research and make a new coffee-maker. It costs everybody the same.

The small ones can't afford it so they pool resources. . . ."

If not consignment selling, then what else is going on that might help? "Distribution is one of the keys," Wolf feels. "We're all doing something about our distribution. All experiments are good. The single-distributor test is good, though I personally don't go all the way with completely exclusive distribution. Cutting down is perhaps better. A market where you'd have six might be better with four or two. You'd ease some of the competition between distributors of the same brand and create a larger share for each. Distributors could have some incentive again."

Consignment selling and distributional trimming are manufacturer functions. Must the eventual solution come, then, from the manufacturing level?

"No. Eventual stability in the industry must come from the dealer up, not from the manufacturer down. The distributors are thinking more about profit than they were. And so are the dealers. The whole industry is a little more profit conscious than it was two years ago."

In the past ten years, profit consciousness has not been the rule. Wolf explains that manufacturers, for instance, have kept prices down as costs have gone up—while some industries have done just the opposite. Wages in ten years are up 77.3%, but prices of coffeemakers and bed coverings are down 30%. Average prices of the low-priced three cars went up 143%, he said.

As the electric housewares industry goes into 1960, then, it is the belief of the chairman of its most important group of manufacturers, that the industry is bringing itself out of recent chaos. Adaptation to new ways of doing business have helped. Profit consciousness has helped. Introspection will help.

In the 60's perhaps these questions will be answered: Will the stability be instilled from retail up or from factory down? And, whatever the direction, how closely will the industry of the 60's resemble in industry of the chaotic 50's?

Growth Overtakes G-E's Island Shangri-La

Indians once smoked their peace pipes there; later came the French who fortified the island at the entrance to the St. Lawrence River during the French and Indian wars. In 1906, the vanguard of genera-

tions of electric people arrived and created a summer camp known throughout the electrical industry as Association Island.

These men who wrestled with that newly exploited thing called

"electricity" were members of the National Electric Lamp Assn. They used the 60-acre island in upstate New York where Lake Ontario flows into the swirling, power-rich St. Lawrence as a business camp and recreational area for employees and their families. After the NELA group became part of the General Electric Co. in 1912, G-E executives learned how to manage their growing company during summer encampments. To be invited to Association Island for summer training was a sure sign a man had "arrived" at G-E.

But progress and growth caught up with the idyllic island. G-E got too big. After World War II, the company found that many more G-E men than could be accommodated were eligible to attend the summer programs.

By this time, G-E had expanded its executive training program and inspirational courses to every plant in its vast industrial complex. And the company had established a full-time management research and development institute at Crotonville, N. Y. G-E managers could be taught there all year around by a permanent staff and instructors.

Nostalgically this fall, Ralph J. Cordiner, chairman of G-E's board, announced that Association Island was through.

The island, nearby Snowshoe Island and mainland property, a total of more than 146 acres, were donated by G-E to the New York State YMCA, complete to cabins, tents, recreation equipment, a meeting hall and related buildings. Total value of the gift: more than \$1 million in original cost.



THE QUALITY OF HOTPOINT

DOWN
THE DRAIN
WITH VENTING

Cutaway of spray system in Hotpoint vent-free dryers. Water stream leaves nozzle, crosses one-inch air gap, enters condensing chamber through $\frac{3}{16}$ " opening, and strikes diffuser pin.

Eight years ago, Hotpoint introduced the industry's first 100% vent-free dryer. In this revolutionary new kind of dryer, moisture and lint were condensed from the heated air by a fine spray of cold water, and pumped down the drain.

But to achieve this, Hotpoint engineers had to create a new kind of nozzle—one that would produce a fine spray for years without clogging. Special vanes in this nozzle act like the rifling in a gun barrel to produce a rod-like, $\frac{1}{16}$ " stream of water which is directed against a diffuser pin in the condensing chamber. The impact atomizes the stream, producing the fine spray of water needed for maximum cooling.

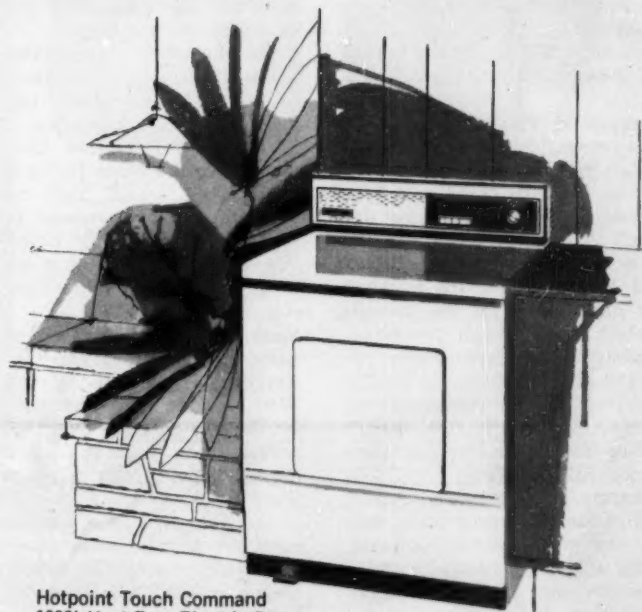
Creative engineering such as this results in quality products that perform better and last longer. Sell Hotpoint quality and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before . . .

If you're not a Hotpoint Dealer, you should be!

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois



Hotpoint Touch Command
100% Vent-Free Electric Dryer

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE®
DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

What's With MYHHWANA?

It's 'Make Your Home Happier With A New Appliance,' but not everyone's happy about the national promotion.



Spokane used MYHHWANA promotion to tie-in with an appliance show.

They loved it in St. Paul. But in St. Louis it flopped.

Spokane appliance dealers called for an encore.

But in Lansing, Mich., the steel strike's effects threw cold water on plans to join the "Make Your Home Happier With A New Appliance" promotion, dreamed up by the Bureau of Advertising of The American Newspaper Publishers Assn.

At best, national participation in the new promotion, which ended last week in most localities, was spotty. At worst, it was non-existent.

Why such uneven performance? The steel strike was the main reason.

The promotional abilities of the advertising managers of various newspapers across the country was another.

And the attitude of dealers and distributors in some communities was another, as an EM Week correspondents' survey from coast-to-coast showed.

Here's what MYHHWANA looked like in selected communities:

Minneapolis-St. Paul—This was the greatest promotion "of its type ever conducted here," said Bob Hageman of The St. Paul Dispatch and Pioneer Press national advertising department.

All St. Paul's top appliance dealers and about 90% of the over-all dealers participated in the promotion, which ran through yesterday. Like other newspapers which received the steel advertising orders, the St. Paul papers combined the home promotion with U.S. Steel's Operation Snowflake, another pre-Christmas sales drive.

The happy, smiling house symbol, keynote of the home promotion, was used in the newspaper advertising, including a 10-page special supplement which ran in The Pioneer-Press on Nov. 15. Distributors donated 15 major appliances as prizes. Thirty-seven dealers in St. Paul bought kits from the dealers associations which included store and appliance banners, registration box-

The result was ware-packed-floor viewed by 2,200 despite poor weather.

es and blanks for prize drawings.

The Minneapolis Star and Tribune kicked off their end of the promotion with a breakfast meeting which brought out more than 150 interested persons. The newspapers—which are under joint ownership—devoted 18 advertisements to the promotion, valuing their contribution to the promotion at \$15,000. Although it was too early last week to get a full reading, dealers in the Twin Cities last week seemed pleased with the campaign.

St. Louis—"Make Your Home Happier" fizzled. The reasons: lack of support by retailers and distributors and the steel strike, according to Paul Talbot, advertising sales manager of The St. Louis Post-Dispatch. "We gave it the full treatment and found we could not get adequate support from the dealers and distributors," said Talbot. And so the newspaper didn't do anything about the Bureau of Advertising scheme.

On the other side of the ledger, some explanation for the lack of enthusiasm was given by Joseph Mizerany Jr., advertising manager of Mizerany Appliance Co.

"The 'Make Your Home Happier' advertising would have reminded the people, but it would not have caused them to buy immediately. We want advertising that will result in action by the people now."

Spokane—Bolstered by extraordinary cooperation from the Inland Empire Electrical League, MYHHWANA went over pretty well. "All of the distributors want a repeat performance," said Bill Lowry, residential rural sales supervisor of the Washington Water Power Co. Part of the success was an elaborate tie-in of the newspaper promotion, and a two-day appliance show by the league at WWP's new service center building. More than 2,200 visitors braved bad weather to see the new models on display.

The campaign's initial effort was an issue of the Sunday magazine section of The Spokane Spokesman-

Review, with color photographs geared to new appliance lines. The league and some dealers followed with advertising using the MYHHWANA theme.

However, dealers weren't as enthusiastic about results as league officials. Those surveyed could trace no direct sales to the promotion.

Charleston, S. C.—T. Miles Burbage, national advertising manager for the jointly-owned News and Courier and The Charleston Evening Post, reported "adequate" cooperation from dealers and manufacturers, declaring that about 80% of the retailers in his area joined in.

Dealer comments ranged from "satisfactory" to:

"It didn't go over too well. I don't believe the public is aware of the critical steel situation. We received a half-carload this week on a full-carload order placed months ago. This promotion should have worked, but it didn't." The speaker was A. Melvin Solomon, manager of A. M. Solomon & Sons.

Denver—Although Joseph Sullivan, advertising manager of The Denver Post, thought the promotion was "terrific," some dealers grumbled. Harry Newman, advertising manager for Downing's, said MYHHWANA was in direct competition with Operation Snowflake. "We ought to make up our minds on one project and direct our efforts. Right now we're shooting buckshot, instead of shooting with a rifle at the target," he said. Other dealers said contest coupons in the newspaper brought in little new traffic.

Pittsburgh—Operation Snowflake was the big promotion. "Make Your Home Happier" participation was "spiritless," primarily because of the strike-produced appliance shortage. Said one newspaper advertising manager: "If dealers don't get co-op money from their distributors to advertise, they don't advertise." A Pittsburgh utility spokesman said one of the troubles with the promotion was that dealers all have their own ideas and promotion plans. Co-operation is hard to achieve, he said.

Newport News, Va.—Manufacturers and distributors weren't interested when The Daily Press and The Times-Herald approached them about MYHHWANA. The steel strike, they said, made it difficult, and cooperative advertising funds were being used heavily by dealers.

Undaunted by the turndown, the dailies went ahead with special sections which ran Nov. 9 and 10, rounding up about 80% of eligible dealers. A prize contest was the principal gimmick in the advertising drive.

The scare which distributors and manufacturers tried to throw into the promotion didn't seem to have a thing to do with the end results. Dealers were happy with the increase in sales, newspapers sold substantial advertising space and the public bought and bought.

With spotty success the MYHHWANA promotion came off in Red Bluff, Calif.; Roanoke, Va.; Danville, Va.; Wilmington, Del.; Phoenix, Ariz.

Continued on page 75

Merchandising Week

VOL. 91 NO. 13

LAURENCE WRAY EDITOR

TED WEBER Managing Editor
James J. Cassidy Associate Editor
John A. Richards Associate Editor
Anna A. Noone Associate Editor
Jacob B. Underhill Associate Editor
Fredda Sullivan Assistant Editor
Don Rubin Assistant Editor

FIELD EDITORS

Bill McGuire Southeast Editor
Ken Warner Midwest Editor
Gordon Williams Assistant Editor
Martha Alexander Edit. Assistant
Howard Emerson West Coast Editor
Margarete Rice Assistant

RESEARCH DEPARTMENT

Marguerite Cook Research Director
James Shea Research Assistant
Marjorie Fisher Assistant, Chicago

ART DEPARTMENT

Barbara Ellwood Art Director
Marianne Farrell Assistant
Pat McHugh Production Editor

DEPT. OF ECONOMICS

Dexter Keezer Director

NEWS BUREAUS

John Wilhelm Director, World News
George Bryant Director, Washington Bureau

Atlanta: B. E. Barnes
Chicago: Stewart W. Ramsey
Cleveland: Arthur Zimmerman
Dallas: Marvin Reid
Detroit: Donald MacDonald
Los Angeles: Kemp Anderson
San Francisco: Jeness Keene
Seattle: Ray Bloomberg

FOREIGN NEWS BUREAUS

London: John Shinn, Chief
Moscow: Robert Gibson, Chief
Bonn: Morrie Helitzer, Chief
Paris: Robert Farrell, Chief
Tokyo: Sol Sanders, Chief
Caracas: John Pearson, Chief
Mexico City: Peter Weaver, Chief
Beirut: O. M. Marashian, Chief

ELECTRICAL MERCHANDISING WEEK is published weekly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder. Publication Office: 371 North Franklin St., Chicago, Ill. See panel below for directions regarding subscription or change of address.

EXECUTIVE EDITORIAL CIRCULATION AND ADVERTISING OFFICES: 330 West 42nd St., New York 36, N. Y. Officers of the McGraw-Hill Publishing Co., Inc.: Donald C. McGraw, President; Joseph A. Gerardi, Executive Vice President; L. Keith Goodrich, Vice President and Treasurer; John J. Cooke, Secretary. Officers of the Publications Division: Nelson L. Bond, President; Shelton Fisher, Senior Vice President; John R. Callahan, Vice President and Editorial Director; Joseph H. Allen, Vice President and Director of Advertising Sales; A. R. Venezian, Vice President and Circulation Coordinator.

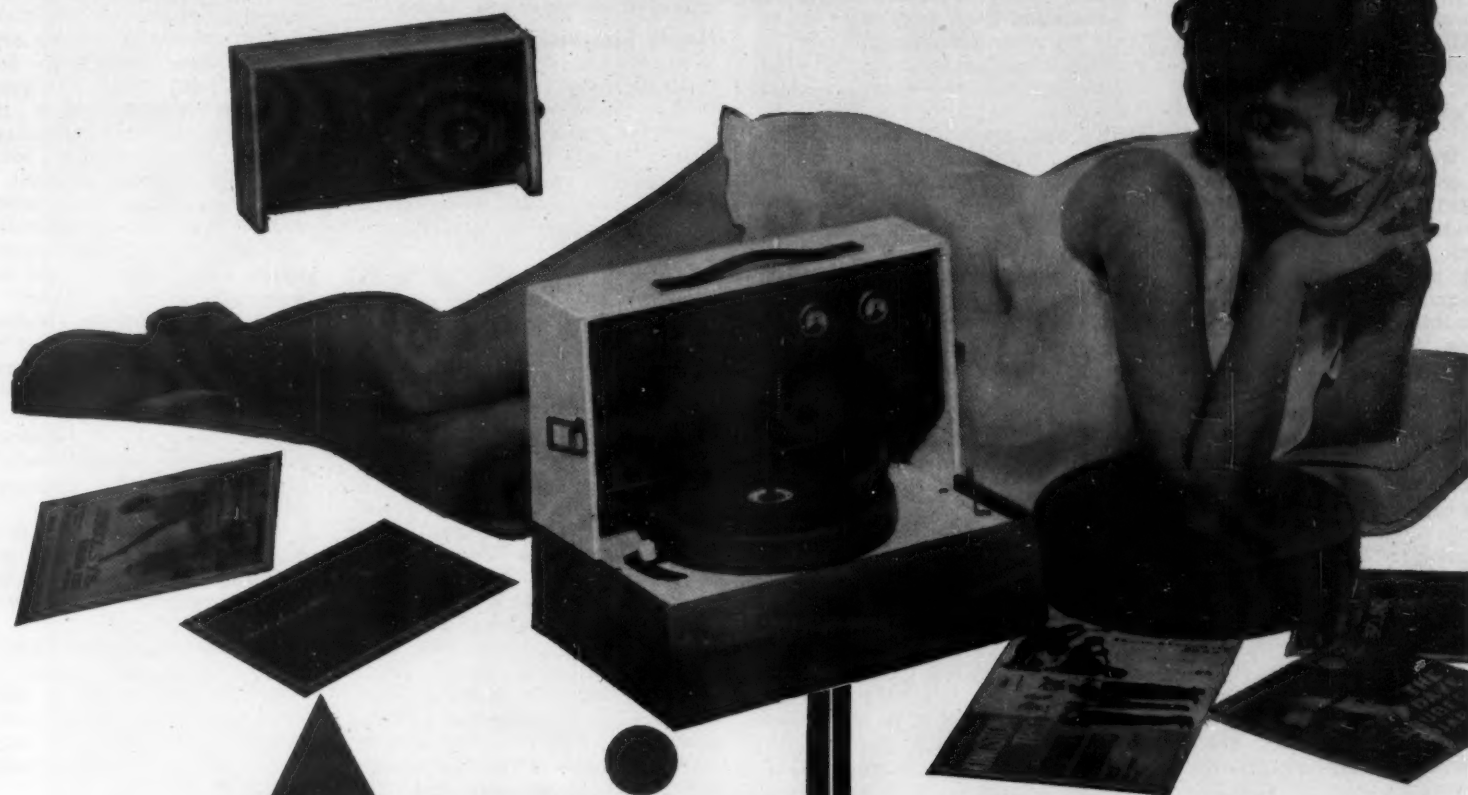
UNCONDITIONAL GUARANTEE: Our primary aim is to provide subscribers with a useful and valuable publication. Your comments and suggestions for improvements are encouraged and will be most welcome. The publisher, upon written request from any subscriber to our New York office, agrees to cancel any subscription if ELECTRICAL MERCHANDISING WEEK's editorial service is unsatisfactory, and will refund the proportionate price of any unmailed copies.

Single copies \$5.00. Subscription price in the United States and possessions: \$2.00 for one year. Printed in U.S.A. Second Class postage paid at Chicago, Ill. Cable address: "McGraw-Hill New York" Copyright 1959 by McGraw-Hill Publishing Co., Inc. All rights reserved.

SUBSCRIPTIONS: Send subscription correspondence and change of address to Fulfillment Manager, ELECTRICAL MERCHANDISING WEEK, 330 West 42nd St., New York 36, N. Y. Subscribers should notify Fulfillment Manager promptly of any change of address giving old as well as new address, and including zone number, if any. If possible enclose an address label from a recent issue of the magazine. Please allow one month for change to become effective.

Postmaster: Send form 3579 to ELECTRICAL MERCHANDISING WEEK, 330 W. 42nd St., New York 36, N. Y.

this is a picture of your NEW stereo market



Arvin

introduces a
stereo phono at a new low budget
level for new high profits

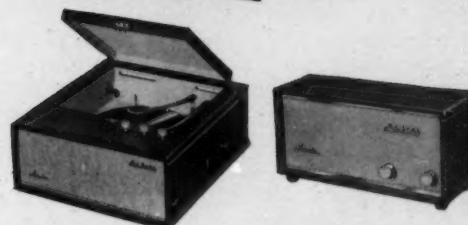
With this bright new budget-priced stereo phonograph, Arvin opens up a whole new market for you. A market practically untouched until now. A market young in years but thoroughly knowledgeable when it comes to stereo phonograph performance.

Imagine the extra sales you can rack up with this high-quality, low-priced unit during the peak sales season just ahead! Model 2094 plays all 4 speeds, all record sizes. The light weight carrying case—compact as an overnight bag—opens up into a smart record playing unit with detachable speaker. Fifteen feet of interconnecting cable included. Two 4-inch speakers—one in each section—and separate volume controls for each channel. Dual sapphire styli. 45 RPM pop-up spindle in the turntable. Beautiful white and gray finish with brass trim and black and gray grille. **\$42.95***



Model 2094 closed
as easy to carry as an overnight bag.

And remember, Arvin has a complete and varied selection of both phonographs and radios with "take-me-home" styling bound to earn a proud place in your sales tally this fall.



Match this complete stereo system to catch sales from discriminating customers! Phono features 3 matched speakers, 4 tubes, separate bass-treble-volume controls, electronic crossover network, 45 RPM spindle, VM stereo changer for all 4 speeds, 30 to 20,000 c/pa frequency response. Amplifier features 4 tubes, two speakers, volume/tone controls, crossover network, input jack. Both units are charcoal gray in color.
Phono: Model 7097. **\$119.95*** Amp.-Spkr.: Model 1597. **\$39.95***

...and don't forget Radios!



"International" 3-Band, 7-Transistor Portable. Receives foreign, local, amateur, ship, aero, marine, time and weather broadcasts. Features long range "whip" antenna, battery-saver switch, 5" speaker, push-pull output. Delivers 750 hours playing on 8 "D" flashlight cells. Handsome black pigskin leatherette case. Model 9598 **\$100***

Bright and breezy gift idea. Six transistor pocket-size portable gives 100 hours playing from four penlight batteries or 250 hours with mercury batteries. The neat gift pack also contains an earphone attachment, smart leather carrying case and 4 batteries. Colors: Black, gray, white. Model 9594A **\$41.95***

*Slightly higher far west and south



Arvin also manufactures Table and Clock Radios, Portable Electric Heaters, Electric Home Heating Units, Met-L-Top Ironing Tables, Steel and Aluminum Furniture, Charly Barbecue Grills, Arvinyl Wall Materials, and Automotive Mufflers and Accessories.

Consumer Products Division

ARVIN INDUSTRIES, INC.
COLUMBUS, INDIANA

News From Around The World

Bonn, West Germany—West Germany's second largest electrical equipment manufacturer reports a sales volume of \$501.3 million for the business year ended Sept. 30, 1959. That's an increase of \$35.8 million over last year's \$465.5 million. Allgemeine Elektrizitäts-Gesellschaft, second after Siemens, reports its biggest growth was in consumer goods.

Bonn, West Germany—Vim, New York, and the German company Metz-Radiowerke, Fuerth, Bavaria, have jointly founded an American company, Metz International Importing, to bring Metz radios and allied equipment to the U. S.

According to Metz-Radiowerke, Vim has already placed an order for about \$1 million worth of stereo consoles.

London—Perkins Outboard Motors Ltd., Petersborough, England, has slashed prices by up to 20% in an attempt to break the U.S. worldwide monopoly of outboard motor sales. (For example, 35-hp engines are going for \$550—a cut of \$120.) Perkins will make a sales drive in North America the early part of next year.

American-style flowline production, sophisticated diecasting techniques and cheap British labor combine to make the low prices possible. With conveyorized painting and stoving and air-operated hand tools, Perkins' 150 workers are able to put out 150 motors per eight-hour shift.

London—British TV and radio sales

hit new records during the first nine months of this year. TV sales alone increased 64% over the same period in 1958.

Latest report from the British Radio Equipment Manufacturers' Association show these sales figures for the nine months: 1,775,000 TV sets, against just over a million last year; over a million radio sets (half of them transistors), a 20% raise from last year; 116,000 radio-phonographs, a drop of 3%.

Moscow—The Soviet government has ordered factories to jazz up consumer durables. In a jab at heavy, uneconomic design in Russian household goods, a decree went out to regional governments instructing them to "take steps to extend the variety and improve the quality of . . . household goods."

In some cases, the decree was quite specific. For instance, it called for more plastics and new thermo-insulating materials in refrigerators. And it ordered mass production of these appliances: (1) small electrics (coffee percolators, teapots, irons) with automatic regulators and blocking; (2) automatic washers with "centrifugal wringing devices;" (3) transistorized radio sets, phonographs, TV sets and tape recorders. An interesting note is that these last items are now to be mass-produced utilizing plastic cases instead of the wooden ones heretofore employed.

Westerners in Moscow feel the decree at least partly resulted from Khrushchev's American tour and the impact of the American exhibition this summer in Moscow.

N.Y. Vacuum Cleaner Gouge Charged; 200 Victimized

Attorney General is acting to dissolve corporation using 'legal' gimmick on customer

About a year ago the first complaints began to trickle into the Air-Way Branches, Inc., offices in Toledo, Ohio.

Consumers were griping about vacuum cleaners not manufactured by the company, but bearing similar labels.

Does Ban on Stamps Threaten Promotions

Calgary, Alberta—

No more "free records" with the purchase of a hi-fi set? No more "buy a freezer and get T-bone steaks free?" Apparently not in the appliance-TV-housewares stores in the province of Alberta.

All because of trading stamps which practically no electrical dealer uses, and which most abhor for what they have done to their electrical housewares business.

"Something for nothing" was outlawed by the provincial government after a six-week hassle over the introduction of trading stamps by Loblaw Groceries, Inc. The government put the amendment in words that could reach into every type of retail business and prevent some of the standard promotion practices of legitimate dealers.

And now New York Attorney General Louis Lefkowitz has obtained a court order permitting him to begin action to dissolve Air-Way Greater New York Corp. and the Globe Credit Corp. The president of both corporations is Hyman Kriss, a former branch manager and distributor for the Toledo company.

According to the affidavit, "Air-Way Greater New York deceitfully and illegally induced housewives to sign retail sales installment contracts which bound them to pay substantial sums of money."

Salesmen representing themselves as repairmen would call on housewives, examine the cleaners and exaggerate the extent of repairs, it was alleged. Believing they had signed "on approval" receipts for use of new machines while their own was being repaired, housewives got a \$300 contract.

"The entire scheme was to cheat, defraud and victimize the general public by 'legal' gimmicks," according to the affidavit. About 200 women were victimized.

"The machine Kriss has been selling," explained Edward Lamb, chairman of the board of Air-Way Branches, Inc., "doesn't remotely resemble ours. We make only one model. But we have had dozens of complaints."

"I don't know how many people are ultimately involved."

Air-Way Branches, Inc., filed a civil suit against Kriss in New York last January.

Motorola Salesmen Back from Seeing Sights

Returned after a rapid 12-day trip through three European cities, 18 Motorola distributor-salesmen and their wives last week had one impression sorted out: The experience was great, the time was short.

Motorola was impressed, too. S. R. Herkes, company vice president who accompanied the salesmen, said Motorola plans to send another

group to Europe next year. And other companies (including Westinghouse) are also checking possible good-will ambassador trips.

Traveling under the auspices of President Eisenhower's "People-To-People" program, the salesmen visited "sights" and factories in Paris, Frankfurt and Rome.

A visit to an International Business

Machines Corp. plant and sight-seeing were crammed into the two days the group spent in Paris.

In Frankfurt, they visited Hartmann & Braun, one of Germany's leading manufacturers of measuring and control equipment, toured and presented a stereo record player to a German hospital.

Sandwiched into five days in

Rome was a tour of the Autovox Radio and Television Works, visits with some Italian families, and a reception ceremony in St. Peter's in honor of Pope John XXIII.

Consensus of the "ambassadors": European plants compared favorably with America's, with the exception that European factories produce a larger number of models.



Miles Larsen of touring Motorola salesmen points out item in Rome's Autovox Factory to E. J. Master Jr.

(dark suit) and Allen B. Smith. Group returned to U. S. with enthusiastic report of European trip.



Visiting Hartmann & Braun meter factory in Frankfurt, Motorola salesmen (from left) J. W. Gray, Murray

Ashman, George Lubenow and Miles Larsen listen to company's Hanns Maier explain production set-up.



The Registers kept ringing

at Johnson's Department Store

... with the help of the **Ætna Life's Business Planning Department**

When Fred Johnson died last year his thriving department store didn't have to go out of business. The cash registers kept right on ringing up sales ... because Mr. Johnson was a progressive and foresighted man.

With the help of his **Ætna Life** representative, attorney and accountant, he set up a plan which gave his wife in cash the full going concern value of the business. This same plan provided for a smooth transition of the ownership to two of his key employees — avoided financial chaos in the business and disaster to his own family.

If you own or operate any kind of business, it will pay you to investigate the vital need for a business continuation plan — and no one is better equipped to serve your interests than the Business Planning Department of your local **Ætna Life** General Agency.

ÆTNA LIFE
INSURANCE COMPANY



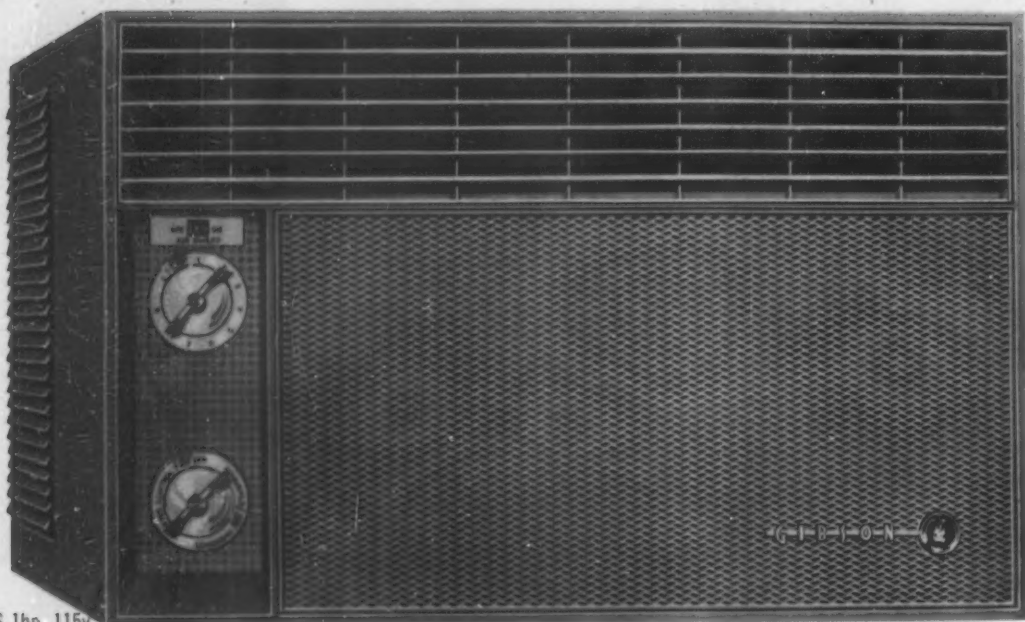
Affiliates: **Ætna Casualty & Surety Co.** • **Standard Fire Insurance Co.** • **Hartford, Conn.**

G₂

NUMBER 2 IN A SERIES OF WEEKLY MESSAGES FROM GIBSON

right now...today, is your magic moment with Gibson

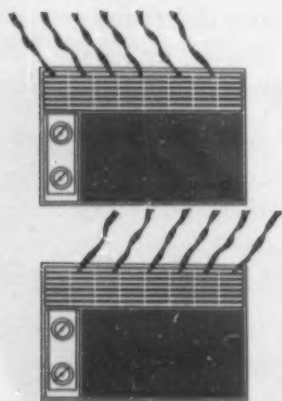
room air conditioners



Model 71S 1hp, 115v

*no special wiring**30% more cooling**cools wall to wall*

Why now? That's easy. Total industry inventories are at an all time low. The 1960 business outlook is excellent. Dealers everywhere are optimistic about better profits from room air conditioners. And, as always, it's the guy who gets there first who scores—and Gibson has the program to get you there first.



this one Gibson feature
alone can lift you out
of the low-price rat race!

Dramatic, demonstrable, profit-protecting *Air Sweep*. Originated by Gibson. Exclusive with Gibson.

Automatic, power-driven louvers sweep clean, cool air across the entire room every 5 seconds! Ends half-way cooling and hot-spots forever! Actually gives 30% more effective cooling! *Air Sweep*—a *use* feature for your customers, a *profit* feature for you!

there's more to sell
with Gibson *Air Sweep*!

- 30% more effective cooling!
- Fits anywhere—no special wiring!
- Special C setting for Constant Cooling!
- Germ-killer filter—traps 99% of airborne bacteria!
- 20% more coil and condenser area
- Special *Whisper-Quiet* air movers!
- Unique Air Muffler for quietness!
- Dozens of better-built features!
- Full 3½ hour operating test on every unit!



**PLUS... your *Air Sweep* sales will take you to
Gibson's Hawaiian convention by Jet in '60!**

WANT TO GO PLACES?

get going...get Gibson

Gibson Refrigerator Company, Greenville, Michigan, A Division of Hupp Corporation

Most 'Vacations' Remain Despite Confusion on Taxes

Faced with uncertainty, confusion and conflicting answers, manufacturers, distributors—and dealers—are still willing to go ahead with those suddenly not so free "vacation" trips.

That seems to be the consensus this week in face of the Internal Revenue Service's crackdown on unreported trips.

The unexpected collection of taxes as far back as 1956 has taken some edge off dealer enthusiasm ("This is no way to take a vacation," one grumbled), but by and large no mass defection is developing.

"Maybe a dealer who has been taking a lot of trips and has been hit by these back-tax payments will take fewer from now on," an industry source suggested, "but I doubt if they will cut 'em out altogether. Even after paying tax, those trips are still a good value."

So, manufacturers resolutely are sticking to their trips. The Gibson Refrigerator Co. still believes the junkets are more effective than a major advertising program in national magazines and hopes to attract 10,000 dealers to Hawaii next year.

General Electric has already announced two dealer incentive trips for next fall, first offered by the company two years, and is going ahead with them. And so is the Fedders Corp.

Crux of the Internal Revenue challenge is the ruling that rewards and bonuses, including all-expense vacation trips for attainment of sales goals, are counted as income.

With the tighter ruling (IRS in Washington warned dealers of closer scrutiny last summer), regional directors are keeping an eye peeled.

And because there is no blanket ruling, the dealer can count on very little. (Factories, of course, have been required to report trips worth over \$600 since 1939.) The decision is up to the field agent who will decide each case on its merits.

Basically, Internal Revenue says it will rule on these facts:

Item—If trip is primarily business (e.g., Gibson says its trips are national sales conventions and do not represent taxable income), travel expenses can be deducted.

Item—If trip is primarily personal, traveling expenses are not deductible even though the taxpayer engages in business at destination.

Item—Expenses at destination properly allocable to business may be deductible even though travel expenses are not. (That is roughly two mornings of business meetings in a junket equals one untaxable day.)

Item—Tax is applied to the actual amount a dealer may receive. If an incentive trip is taken by the dealer, "fair market value" is used to determine tax.

Because of increased government vigilance, one source hinted, the nature of the trips may be altered to give dealers a better tax break.

"If a company defines its trip as a sales convention," explained Lyle Marshall of the New York Internal Revenue office, "we'll take that into account. But we'll check the company's definition, too."

Basically, the companies are taking a non-involvement attitude.

General Electric maintains the issue must be settled between the government and the individual dealer.

"Our distributors can and do take two different approaches to these trips," a Fedders spokesman explained. "It can be utilized as a business trip or purely as a vacation."

Unlike the Gibson Co., which regards its conventions as "working vacations," Fedders is not making a representation on the nontaxability of incentive trips.

"A representation implies a guarantee and it would be unjudicious to base a guarantee on a legal opinion," the Fedders source said.

The High Cost of Dishonesty: Losses Hit \$4 Million a Day

Employees are stealing more than \$4,000,000 a day from their employers.

Shocking? Well, last year businesses lost more through employee thefts than the total (\$479,000,000) stolen by robbers, burglars and other professional criminals. And the figures, which represent a new high for American business, don't include loss through excessive overtime, deliberate damaging of stock, kickbacks and inventory manipulations.

In 1958, these malpractices forced more than 200 businesses to close their doors, according to Norman Jasan, president of Management Engineers, who is publishing "The Thief in the White Collar" for J. B. Lippincott Co.

And while thefts by rank-and-file employees are not insignificant, Jasan pointed out, the startling fact is that executives and supervisors are the biggest thieves.

The gravity of the situation, Jasan reported, is obscured by management's unrealistic attitude.

A television service company was brought up short when it applied to the Securities and Exchange Commission for permission to issue stock. The company discovered employees had been looting for years, leaving a half-million dollar stock shortage.

Blind reliance on accounting systems, bookkeeping figures and computing machines fails to reveal losses through theft, malpractice.

Jasan recommends a five-pronged attack on the problem:

- 1 - Set realistic standards of performance.
- 2 - Maintain good communications.
- 3 - Follow through on employee performance.
- 4 - Maintain uniform policies.
- 5 - Utilize important psychological safeguards.



All you have to do is push a button for water with the new ultraflo unit. It's pre-wired at the factory and it's

easily installed. The device makes a push-button kitchen a reality in any home in the U. S.

A Depot Is a Warehouse Is a Store If You Need Space in a Small Town

Bill Reid went looking for a place to store two carloads of refrigerators—and ended up selling almost 40 of them in three days, without cutting his margin.

When Reid, owner of Reid's Ap-

pliance Store in Martinsburg, W. Va., bought two carloads of Gibson two-doors on a special pricing deal, he wasn't particularly worried about selling the boxes. But he wondered where to store them. (Martinsburg, with about 15,600 people, isn't exactly flush with warehouses.)

Reid and Bern E. Hynes, his Gibson distributor, hopped in a car and started scouting around town for a place to stash the boxes. Checking the railroad tracks for a place with siding, they ran onto an abandoned Pennsylvania Railroad passenger depot. Rent: only \$45 per month.

Once they moved the boxes in, Reid and Hynes decided they could use the depot for more than a warehouse. They decorated the outside with American flag bunting, cleaned up the inside, and piped in music. Then they ran a full-page newspaper ad announcing a "beat the steel shortage" sale and inviting Martinsburgers to take advantage of Reid's carload prices.

Depot Sale—Day dawned bright and cool, under 40 deg. But Reid turned the weather to his advantage. He warmed up the chilly depot with electric space heaters plugged into the "convenient outlet" on top of the boxes.

Results of the three-day sale are impressive: Reid moved 18 boxes the first day, almost 40 in all. Numbers don't tell the whole story, though. The depot angle gave the special sale the character of a "low overhead" operation where deals are made and prices low. But Reid was operating with almost a 20% margin, the same as at his regular store.

Reid was so pleased with the results—and his new reputation—that he's working on an arrangement to buy the old depot as a second outlet. If successful, he'll run it the same way—lots of atmosphere but regular margin.

Blankets Look Hot... If Supply Holds Out

And manufacturers are confident it will. Commenting on the stock situation this week, a G-E spokesman anticipates "no problems at all." A Beacon representative describes production as "very substantial." Knapp-Monarch says it didn't run out last year and has about the same number on hand this year. And from Fieldcrest: "Blankets are always in short supply, but we've increased production substantially."

As for the market potential, one spokesman summed it up this way: "It looks as if all those years of advertising are finally going to pay off. People aren't afraid of electric blankets any more. They're starting to buy."

If early season promotional activity—especially tie-in advertising—means anything, that's a pretty accurate picture of the market. It's getting so you can't open a newspaper without running into a "snuggle bunny" or a "sleepin' beacon" or what have you.

But there's evidence from concrete sources too. For instance:

- United Illuminating Co., New Haven, Conn., reports over 900 blankets sold during October by dealers participating in its Electric Blanket Club. (That's an increase of 550 over last October's sales.) And UI expects even bigger things in November from its "club" which features a pay-on-your-monthly-electric-bill angle.

- Fieldcrest Mills, Inc., looking way ahead, will start construction this month on a multi-million dollar electric blanket manufacturing plant in Smithfield, N.C. Construction should be completed next spring.

Group Goes After Builder—Some New York Appliance dealers recently formed the Eastern Range Assn. to build better relations with builders, landlords. Alvin Hess is president.



LEIN. & CO. LTD.



ENCLOSURE 2014/06/10

MUSIC

LOVE & MONEY

.....

[illegible]

[A dense collection of handwritten notes, mostly illegible due to extreme blurring.]

[illegible]

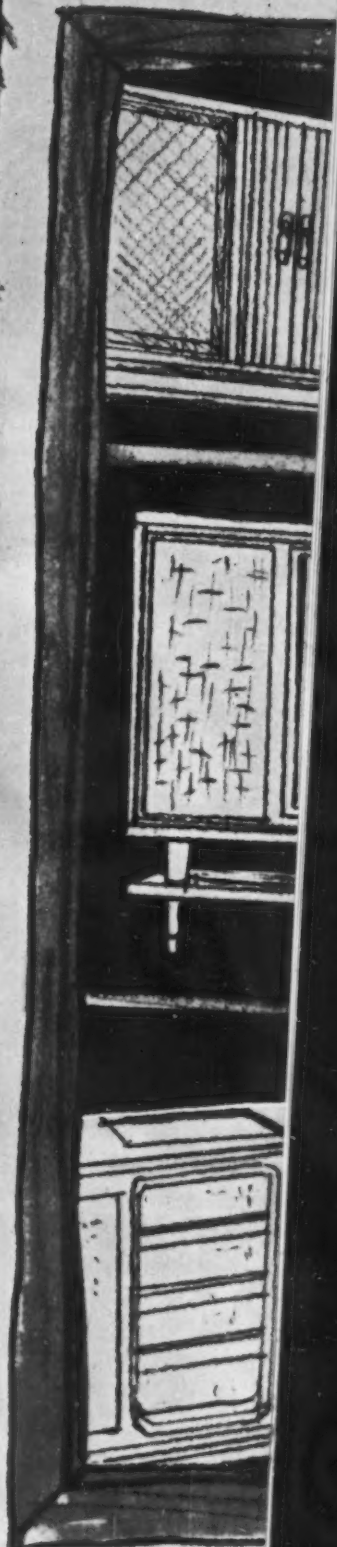
"I Guess Not"

This detail shows a page of text from a manuscript, likely the same one as the previous image. The text is written in a cursive script, possibly Hebrew or Arabic, and is arranged in horizontal lines. The ink is dark, and the parchment appears aged and slightly discolored. The script is dense and flowing, with some variations in line length and spacing.

I created Satire

The following is a list of names and titles, written in a cursive script that is difficult to decipher. The text appears to be a historical document, possibly a list of names or a record of some kind. The handwriting is dense and fills most of the page.

TIME, SEPTEMBER 24, 1964



TIME, SEPTEMBER 24, 1939



What a showcase for electronic appliances!

Why? Because articles in *TIME*, The Weekly Newsmagazine satisfy an appetite that exists to an unusual degree in *TIME*'s audience . . . an appetite for news about music in all its forms, about radio, television, entertainment personalities and performances.

Satisfaction of that interest in turn whets the readers' appetite for the apparatus that brings the world of culture and entertainment to life in their homes . . . radio and television sets, recorders, phonographs and other audio components.

AND WHAT AN AUDIENCE! A lively interest in new developments—that's part of the personality of the 2,350,000 executive and professional families who read *TIME*.

They have the money to support that interest, too. Their incomes are higher than those of any other group in the country.

Leaders in business and social life, their influence on the rest of the American market is decisive.

Sound like a description of best prospects for new electronic appliances? Here are some leading companies that think so—all run campaigns in *TIME*:

Admiral, Ampex, Columbia, Emerson, General Electric, Magnavox, Motorola, Philco, RCA, Voice of Music, Webcor and Zenith.



Sunbeam

THE BEST ELECTRIC APPLIANCES MADE



The Ideal Christmas Gifts...
PROMOTE THEM NOW FOR GREATER SALES!



DE LUXE
SUNBEAM MIXMASTER
MIXER



SUNBEAM
MIXMASTER
HAND MIXER



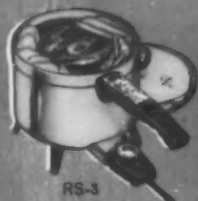
SUNBEAM COMPLETELY
AUTOMATIC PERCOLATOR



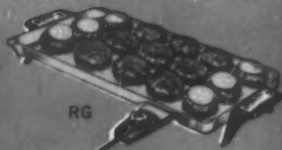
SUNBEAM RADIANT
CONTROL TOASTER



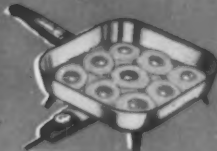
SUNBEAM
CONTROLLED EVEN HEAT
AUTOMATIC ELECTRIC FRYPAN



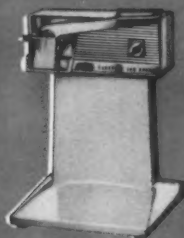
SUNBEAM
REMOVABLE CONTROL
APPLIANCES



RG



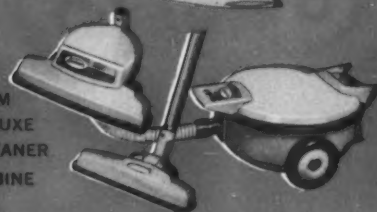
RL



SUNBEAM
AUTOMATIC
ELECTRIC
CAN OPENER



SUNBEAM
STEAM OR DRY
IRON



SUNBEAM
DUAL DE LUXE
VACUUM CLEANER
WITH TURBINE
BRUSH

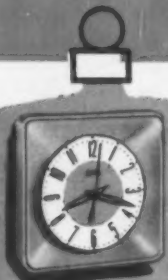


ELEGANCE
LADY SUNBEAM
ELECTRIC
SHAVER

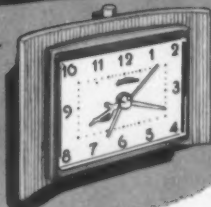


SUNBEAM
ROLLMASTER
ELECTRIC
SHAVER

LADY SUNBEAM
CONTROLLED
HEAT
DE LUXE
HAIR DRYER



SUNBEAM
ELECTRIC
CLOCKS



SUNBEAM
CIRCULAR
SAW



SUNBEAM
DRILLMASTER DRILL

©SUNBEAM, MIXMASTER, LADY SUNBEAM, DRILLMASTER, RAIN KING

Sunbeam QUALITY PRODUCTS

ELECTRIC APPLIANCES • ELECTRIC SHAVERS • ELECTRIC CLOCKS
POWER MOWERS (GAS AND ELECTRIC) • ELECTRIC POWER TOOLS
RAIN KING SPRINKLERS AND HEDGE TRIMMERS
ELECTRIC FLOOR CARE PRODUCTS

From now until Christmas, your merchandising of Sunbeam Quality Products will be supported by Sunbeam's Powerful "Operation Promotion '59" program — the most extensive and concentrated campaign in Sunbeam history. Timely, market-tested and customer proved promotions are available to create store traffic and build sales.

Each week, Sunbeam Products are featured on the award winning, CBS network television show, "WHAT'S MY LINE?" In addition, you receive solid selling support from colorful Sunbeam advertising in mass-circulated National Magazines like THE SATURDAY EVENING POST, LOOK and GOOD HOUSEKEEPING. Plan to tie in by demonstrating, displaying, and advertising the full line of Sunbeam top quality volume sellers.

SUNBEAM CORPORATION, Dept. 278, Chicago 50, Illinois



Milton Gold of Philadelphia Light Supply Co. is poured a cup of coffee from the much travelled \$50,000 gold-and-diamond-studded Universal

coffeematic wielded by Harry T. Silverman, Landers, Frary & Clark president. Gold was visiting the New Britain, Conn., company at the time.

New G-E Line of Fans Sneaks Up On Air-Conditioners' Big Features

General Electric's 1960 fan line is sneaking up on air conditioners.

Highlighting the new models introduced in New York, Thursday, Nov. 19, is a low-silhouette "ventroglide" filter job. Jumping from the vertical, GE pancaked this LW-1 so the fan blades are almost horizontal. The fan sucks air up through a filter-covered opening in the bottom of the sleeve and then blows it out the front.

The sleeve is long and low—about eight inches high and two feet long. When you want to bring in fresh air from the outside, it slides, or "glides," back so that the front is almost flush with the window sill. Slide it all the way forward, and it filters and circulates indoor air. Or, slide it half-way, and it does both.

A foil-and-fiber filter takes dust, pollen and other sneeze-teasers out of the air. And a red-hot indicator tells you when the unit needs washing.

Suggested retail for the LW-1 is \$64.95.

Top of the just-plain fan line isn't so plain. In fact, it's pretty jazzy. Stripped, it's a 20-inch portable with "Trimline" styling—square, that is—in spruce blue and white. (Three jumps down the line, G-E calls it the W-12 and suggests a \$39.95 retail price.) But add the ext as, and you've got model W-15, a custom automatic filter fan, which goes for \$74.95.

This hopped-up, top-of-the-line model can be mounted in a window or carried around. It'll blow air in or out. (If in, it strains it through a glass-fiber filter.) It has a multi-speed control, an automatic timer, an automatic thermostat and a signal light to let you know if it's turned on.

Take away the filter and a few of the knobs, and you have the W-14—suggested retail, \$69.95. Peel it down a little more, and it's the W-13, for \$49.95.

(Watch for details on other G-E fan models in EM Week's regular new products section.)

Getting away from plain-ordinary fans, G-E is sticking its neck a little farther into the cooler field (after last year's test model) with two portable coolers this year. The E-2 is a super-duper automatic with a rash of extras: a thermostat, push-button three-speed controls, adjustable diffuser grill, automatic water-

level indicator and a three-sided wrap-around, foil-and-fiber filter. Suggested retail for the E-2 is \$59.95. That's \$10 more than for the stripped-down E-1.

A Profile of Siegler: Moving Ahead In TV

In the past three or four years, only two companies have gone forward in the television field, John G. Brooks, president of Siegler Corp., pointed out in a speech printed in booklet form last week. And Siegler's Olympic Division, which concentrates on three-way combos, has been one of them.

"In the first quarter of the fiscal year ending Sept. 30, Olympic was 43.4% ahead of last year, as against an industry increase of 14.7%," he said.

Olympic is one of nine Siegler divisions. The company started out as a small heating manufacturer, but today almost two-thirds of its volume is industrial and military electronics, Brooks explained. He described Siegler as "a leader in military closed-circuit TV," and "active in space communications."

Reporting on the company's financial situation, Brooks quoted these figures: sales for last fiscal year, ending June 30, 1959, \$77 million; first quarter sales this year, \$21,189,245, an 11½% increase over the same period last year; first quarter earnings, 50 cents a share, a 53% increase over last year; net worth, as of Sept. 30, about \$21.3 million; working capital, over \$20 million, with a current ratio of 2.3 to 1.

"Home-Grown" Tags Hit Television Imports

The Andrea Radio Corp., Long Island City, N. Y., wants to be sure its customers know they're getting goods from the good old U.S.A., so it's plastering labels "made in USA" right on the safety glass of its TV sets. Company president Frank A. D. Andrea described the move as a retaliation to the large influx of low-priced foreign television merchandise.

"We feel that the American buying public should be made aware of the difference in caliber of merchandise," he said.

Freezer Makers 'Clean'—They've Always Said, 'Zero'

The frozen food industry—from packer to hauler to retailer—is in hot water. And it's trying to push the blame off on home-freezer manufacturers. But it won't get very far.

The trouble lies in a frozen-food handling code drawn up by the Association of Food and Drug Officials of the U.S. (AFDOUS). The code says all frozen foods must be kept at 0 F from the time they're packed until Mrs. Housewife plucks them from her grocer's display case.

(The code isn't law—yet. AFDOUS simply passed it along to state legislators for their consideration. But two states—Connecticut and Massachusetts—have legislation in the works and will undoubtedly adopt the restriction early in 1960, according to "Food Engineering," a McGraw-Hill publication.)

When the code was brought up at the National Frozen Food Distributors Association (NFFDA) convention three weeks ago, howls went up from all quarters of the frozen-food industry. "We haven't got the equipment to keep temperatures that low," they squawked. "And why should we spend millions to keep the stuff at 0 F when the housewife takes it home and throws it in her freezer where it'll melt anyway?"

As it stands now, home freezers aren't mentioned in the code. And it's not likely they'll ever be, according to the National Association of Frozen Food Packers in Washington. Reason: it would be too hard to enforce.

But if the hot-headed buck-passing heard at the NFFDA conclave is any indication, home-freezer manufacturers might have some answering to do in the near future.

A quick check of the big manufacturers last week shows they're ready for the fight—if there's going to be one. Their answer to the charges: we've been preaching 0 F temperatures for years.

And, according to Consumer Union studies this year, the manufacturers are pretty good about practicing what they preach. CU reports: of 16 upright freezers tested, all models held 0 F at 90 F room temperature. When room temperature was upped to 110 F, only five of the freezers fell down in performance, with temperatures rising about eight degrees.

Tests on two-door refrigerators with freezers on top showed freezer temperatures ranging from 0 to 10 F. Only a couple of boxes—gas models, at that—registered unacceptable temperatures.

Asked about freezing compartments in their conventional refrigerators, manufacturers made no bones about the fact that they were never meant to hold temperatures as low as 0 F. "That's how we get people to buy freezers," one spokesman chuckled.

Most manufacturers, then, see no problem with the code at all. In the first place they think the whole thing will bog down when it comes to enforcing it. And if it's ever whipped into working form, they're prepared to meet the requirements. So, if the issue lands in their laps,

they'll buck it back to the frozen-food industry where the picture isn't quite so rosy. In fact, it's downright black.

At the NFFDA convention last month, AFDOUS President Harold Clark told the frozen-food people the code was necessary to maintain quality. When questioned, though, he admitted it wasn't conceived as a health protective measure.

"Food Engineering" backed him up on this point—to a certain degree. A staff expert said there's no danger involved in partial thawing and refreezing of vegetables and certain fruits and meats. They just taste bad. But there could be trouble when you're dealing with pre-cooked foods, especially those with sauces and spices.

"Well then," said Ellis Arnall, NFFDA counsel, "if the public's health isn't at stake how can legislatures and courts make the code stick?"

Clark answered there were plenty of state laws dealing with "quality control" rather than health—those regulating the milk industry, for instance.

Tom Kirk, NFFDA president, agreed with AFDOUS that the code was all right in principle. All his industry wants, he said, is time to handle the problem by itself, without the "questionable" help of state authorities.

Truckers, who'll be hardest hit by the measure, squawked the loudest. Over-the-road haulers haven't insulated trucks that can maintain 0 F for long runs. And they can't buy them—even for \$17,000 price tag on a new "reefer." Why? Legal highway weight restrictions keep manufacturers from equipping trucks with powerful enough freezing units.

Retailers will be hit almost as hard as the truckers. "I'll be out of frozen-food business overnight," said Gerrit Vander Hooning, past president of the National Association of Retail Grocers of the United States.

And an ARDOUS check of retail storage facilities revealed that most of Vander Hooning's colleagues are in the same boat. Surveyors found no backroom storage in a third of the 7,000 stores they checked. (Retailers with good backroom storage can keep incoming frozen food shipments at 0 F—at least until they put the boxes on display.) And display cases in a third of the stores registered temperatures well above the frost line.

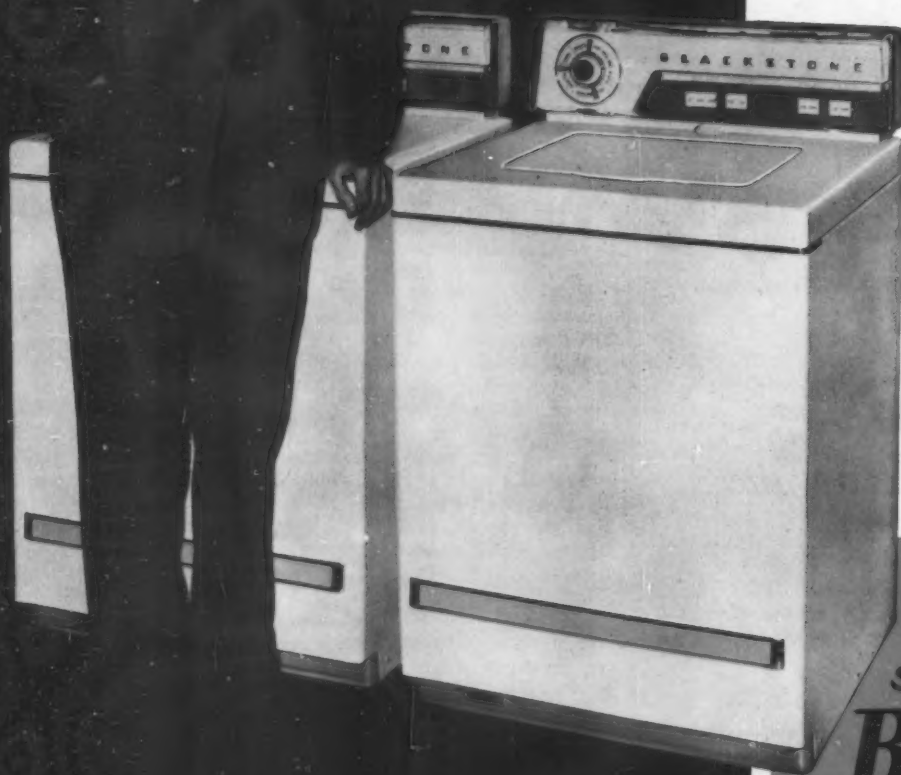
Warehousemen are probably the only handlers equipped to meet the code's stipulations. And even they feel the requirements are impractical. Why? Because the code lays down a rigid procedure for checking loads. It calls for boring holes, measuring and placing thermometers just so, and leaving them there for varying periods. Warehousemen see themselves becoming "policemen" for the industry—and they don't like it.

In summary, then, everybody's beefing but the home freezer manufacturers. And they say: "if it comes—and we don't think it will—we're clean."

Blackstone Distributor Report

"OVER 10 YEARS OF SOLID BUSINESS RELATIONS WITH BLACKSTONE"

Says
Hank McCullough
President,
S. S. Fretz, Jr., Inc.
Blackstone Distributor
Philadelphia, Pa.



"Sure we want sales records"

says Hank McCullough, "and we get 'em. Of course we want profits, and we get our share with Blackstone. But above all, there's one thing we rate as number one. It's the idea of doing business with a manufacturer who is good to live with over the years. The relationship between manufacturer and distributor must be built on mutual confidence. We have had this fine relationship with Blackstone for more than 10 years."

New Blackstone Wash-and-Wear Pair

Another reason why Mr. McCullough is happy with Blackstone is the popularity of this completely automatic "All-Fabric" pair. The 3 cycle automatic washer has "Locked-in" Wash-and-Wear cycle. Treats wash-and-wear fabrics precisely as fabric makers recommend, automatically. It can make no mistake!

The Wash-and-Wear Dryer has three-position heat selection. A new principle of low heat and high air flow dries all fabrics wrinkle-free like a summer breeze. Stunning matching pair with stainless steel or white Epon enamel tops.

See the complete new Blackstone line . . . budget wringers through deluxe automatics—gas and electric dryers.

Dealers: If you're having service trouble with your present line, get the service-free profit picture from your Blackstone Distributor.

Distributors: Some territories available. Write Blackstone Corporation, 1111 Allen Street, Jamestown, N.Y.

STEP AHEAD WITH
Blackstone

AMERICA'S OLDEST
WASHER MANUFACTURER
SINCE 1874

West German Picture: A Boom and Firm Prices



Here's the biggest of Grundig's sets, a radio-phonograph console which has 17 circuits, nine tubes, and four wave bands. It costs \$172, domestically.

Here's a country with many markets unsaturated. No discount houses, electricity without natural gas competition and a continuing boom in the appliance business. And exports look good. The Germans won't compete in the United States with television sets, but they are coming up with various small devices which soon may be used widely in U. S.

Bonn—Of all the growing West German industries, the radio and electric appliance industry is booming most. Within a mere four years, production almost doubled from \$628 million in 1955 to \$1,194 million in 1958. Another increase of at least 20% is expected for this year. In comparison, German gross national product increased only by roughly 21% between 1955 and 1958.

Despite the upsurge in electric



Taking inventory? Just use the Grundig stenorett, midjet recorder which this stock clerk carries.

consumer goods during the past years, there is still plenty of room for more gadgets in German households, so the boom is almost certain to continue. There are still considerable sales possibilities because:

Germany has practically no cheap natural gas to compete with electric ranges. Steam irons which are owned by 48% of American households are still a rare luxury in Germany.

Even the radio business, where saturation point seemed to be reached two or three years ago, is far from doomed to simply supplying normal replacements. Stereo may also lend new vigor to sales of record players and records which are suffering at the moment because of the TV boom.

Dominant manufacturers of radios and appliances are Siemens Electrogeraete GMBH (Munich), AEG (Allgemeine Elektrizitaets-Gesellschaft) (Berlin - Frankfurt), Grundig Radio-Werke GMBH (Fuerth-Nuernberg), Braun (Frankfurt), Deutsche Philips GMBH (Hamburg), Robert Bosch GMBH (Stuttgart), Linde (Wiesbaden).

None of the manufacturers sells directly to the consumer, but most set the retail prices from which the shop may give only 3% discount to the consumer for cash payment. Discounts from the "list prices" to the retailers average 30-35% for radios and TV sets. Wholesalers with turnovers of over a quarter million dollars are granted about 40-42%, but some manufacturers maintain outlets in the bigger cities, thus cutting out the wholesalers.

With the exception of a few brands



This kitchen gadget, manufactured by Braun can mix, beat, slice and

even grind coffee. Company says that it's unparalleled in American market.

for which the manufacturers have not determined "list prices," German retailers can compete only by service, make-up of the shop and variety of models offered. If it emerges that a retailer has underbid list prices, manufacturers—according to an agreement with the retail association—have to stop deliveries to him.

This set-up has long been a controversial subject with the German public.

There are no discount houses in Germany, but most consumers eventually found a way out: They first visit a plushy retail shop to make their choice and then buy or order the set from a wholesaler at a 20-30% discount which gives both parties a nice profit. The wholesaler is not supposed to sell directly to the consumer. But unhappy retailers claim that they are losing half their customers because the majority somehow manages through the "cousin of a school-friend's friend," to get an introduction to a wholesaler and negotiate a little "private," off-the-record deal.

These so-called "connection purchases" became so wide-spread that a great number of desperate radio and TV retailers, especially in the Bonn-Cologne area, started to sell openly at 10-20% below list prices 1½ years ago. Industry was confronted with the uncomfortable situation of having part of their customers up in arms against "unfair competition of the underbidders," while the other part revolted against a system which induced customers to first make use of their expensive shop facilities and then

buy from a wholesaler. As a result, list prices were dropped completely.

But on second thought, the retailers found wild competition rather uncomfortable. When set prices were re-introduced last January they raised objections only against the fact that the 9-16% price cut connected with return to list prices came mainly at the expense of retail profit margins. They offered no serious resistance to list prices as such.

How strictly those list prices now are observed is another question. Clever and inexhaustible shoppers are said to still find a not-so-well-off retailer who weakens when the bargain is driven hard.

Exports of electrical consumer goods to the United States are going up. Radio sets make up the biggest share. The U. S. bought \$10 million worth last year. German manufacturers, especially Grundig which has been highly successful in America, attribute the appeal of their radios in the U. S. to styling. Also they point out that the unfavorable allocation of wave lengths to German stations after World War II forced German radio industry to develop sets with maximum sensitivity. Second biggest export category to the U. S. is tape recorders. They soared to \$4 million last year, over four times 1955's figures. This success, manufacturers say vaguely, is probably due to "good precision workmanship" rather than to specific advantages.

TV sets are ruled out because U. S. standards are too different from the European system and because of strong U. S. competition.

NORGE AUTOMAT WARRR

WITH NO ADDITIONAL

On All Norge Dryers ...
a Written Promise
of Trouble-Free
Performance No Other
Appliance Manufacturer
Dares Make!



JUD SAYRE, President
Norge Sales Corporation

*Motor protected by full one-year warranty

AUTOMATIC AND WRINGER WASHERS • REFRIGERATORS • FREEZERS • GAS AND

5 YEAR ELECTRIC DRYER WARRANTY*

OBLIGATION FOR DEALERS

**Here's Why NORGE and
NORGE Alone Can Offer
Such Blanket Protection!**

Guaranteed Rust-Proof!



Special processes perfected by Norge insure full protection against rust. Every Norge dryer cabinet carries written rust-proof guarantee which assures repair or replacement of any rusted parts.

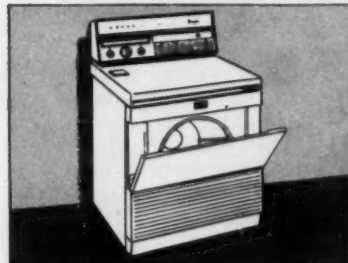
Failure-Proof Engineering!

And the latest scientific manufacturing techniques assure the greatest possible life-expectancy, and the finest performance in the industry... all made possible by the vast resources of Borg-Warner-Norge research, testing and engineering laboratories.

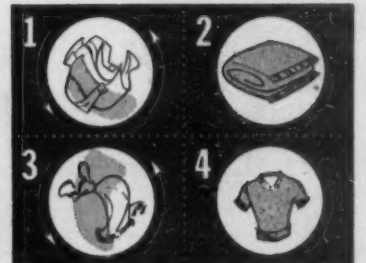
Service-Free Dryer!

No paper claim...but recorded fact! Proven by actual records! Service incidence has been so slight over the last 5 years that Norge and only Norge, can offer this fantastic protection! Another giant payoff on Norge Creative Engineering for Sales!

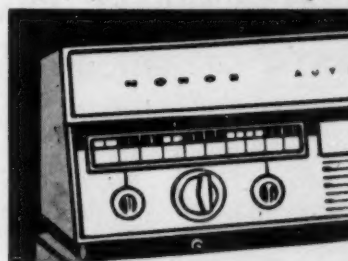
**All this Protection Plus the Greatest Array
of Labor-Saving Features in Dryers Today!**



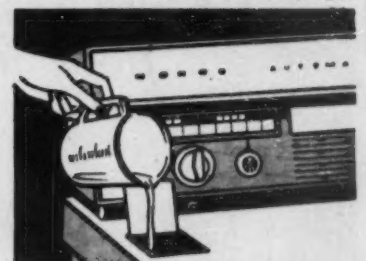
3-POSITION HAMPER-DOR
It's a clothes chute, sort 'n stack shelf, opens for basket loading.



4-WAY DRYING with or without heat; with or without tumbling for safest, most wrinkle-free drying!



WASH 'N WEAR CYCLE dries wash 'n wear fabrics wrinkle-free! Saves messy drip-drying!



AUTOMATIC SPRINKLER dampens clothes right in the dryer for quicker, easier ironing.



NORGE Creative Engineering for Sales

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Ill. In Canada: Moffats Limited, Weston, Ontario. Export Sales: Borg-Warner International, Chicago 3, Ill.

ELECTRIC WASHER-DRYER COMBINATIONS, DRYERS, RANGES, WATER HEATERS



"Bells of St. Mary's" wows America! (OCTOBER 27 CBS-TV) Now...



WESTCLOX SHOTS THE WORKS FOR CHRISTMAS!

With the biggest ELECTRICAL CLOCK PROMOTION EVER!



CONTINUES "SPECIAL TONIGHT"

HERE IT IS!
BIG NOVEMBER
SPECTACULAR!

"Miracle on
34th Street"



STARRING
**ED
WYNN**

Over the full NBC-TV Network,
Friday, November 27, 8:30-9:30
p.m., Eastern Standard Time.

LIVE TV SERIES

Featuring

Lovely
**BETSY
PALMER**



Your Westclox
Hostess Back by
Public Demand!

COMING SOON!
BIG DECEMBER
EXTRAVAGANZA!

"The Philadelphia
Story"

WITH
TOP STARS

OUTSTANDING CAST
TO BE ANNOUNCED



Over the full NBC-TV Network,
Monday, December 7, 9:30-11
p.m., Eastern Standard Time.

All This...



PLUS

A TREMENDOUS PRINT ADVERTISING CAMPAIGN!

Look at this Sensational Schedule!

CHOICE BACK COVER POSITIONS—FULL COLOR—FULL PAGE ADS—
in TV Guide and the best read magazine sections of top circulation newspapers.

TV Guide, Dec. 5
This Week, Dec. 6

American Weekly, Dec. 13
Chicago Tribune, Dec. 13

Parade, Dec. 20
New York News, Dec. 20

Philadelphia
Inquirer, Dec. 20

Plus full color, full page ads in the magazine sections of many other Sunday newspapers throughout the country!

FIRST TIME EVER!—A COLOSSAL SERIES OF TV SPECIALS, FOLLOWING ONE AFTER ANOTHER—BACKED UP WITH FULL
COLOR PRINT ADS EVERY WEEK 'TIL CHRISTMAS!—A GIGANTIC, DOUBLE-BARRELED PROMOTION, AIMED RIGHT AT
YOUR CUSTOMERS—TO HELP YOU SELL MORE WESTCLOX ELECTRIC CLOCKS DURING THIS BIG GIFT-BUYING SEASON!

SEE YOUR WHOLESALE TODAY! DON'T MISS A SINGLE WESTCLOX ELECTRIC SALE!

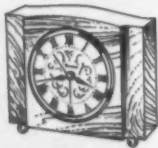
STOCK UP NOW ON THESE HEAVILY PROMOTED WESTCLOX ELECTRICS!



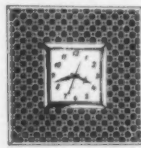
No. 804... New! Colt alarm,
new price leader at... \$4.98



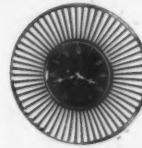
No. 800... New! Drowse
alarm with exclusive "Sleep
Selector"..... \$5.98



No. 1085... Sheraton alarm
in solid mahogany..... \$9.98



No. 910... New! Alhambra
decorative wall clock. \$14.95



No. 1440... Orbit wall
clock in striking color con-
trast..... \$12.95



No. 1147... Frill wall clock
now in copper finish... \$10.95

(All prices quoted here are retail)

IT'S A WONDERFUL TIME TO SELL!

WESTCLOX

electric

MAKERS OF BIG BEN • A DIVISION OF GENERAL TIME CORPORATION • LA SALLE-PERU, ILLINOIS



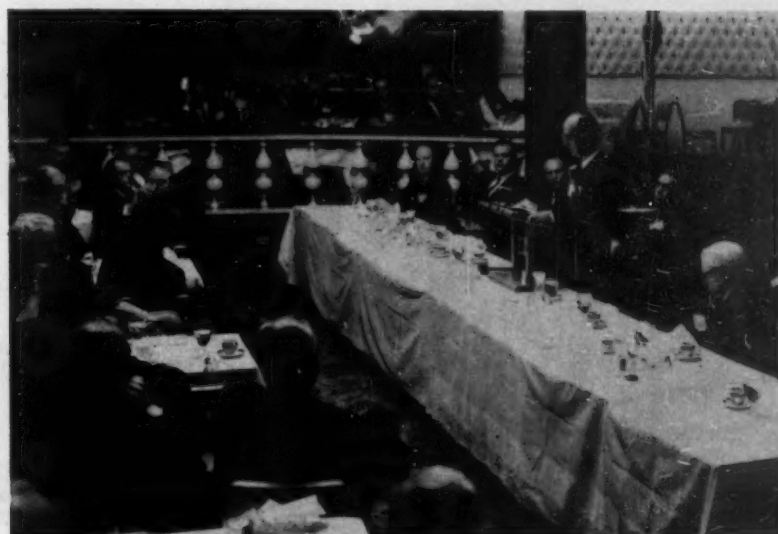
For the South, a Preview of LBE

Three-hundred utility men attending the Southeastern Electric Exchange's annual sales conference get a preview of LBE's 1960 program from Ralph Zeuthen, (above) and have a chance to study details of the program.



Communications were cited as the weakest link in last year's LBE program during a workshop evaluation

of next year's plans by SEE committee. Presiding is R. J. Wimberly of Arkansas Power & Light.



Public relations problems facing the electrical industry were the subject of luncheon address to New Orleans

meeting by SEE president F. H. Coughlin, president of Central Louisiana Electric Co.



Company sales plans for 1960 are explained by H. L. Cushing, Appa-

lachian Power Co. Seated is C. M. Wallace, Jr., of Georgia Power.



Home service directors Elizabeth Parker (left) of Georgia Power and

Frances Manness of Virginia Electric and Power listen to LBE discussion.

IS YOUR KITCHEN BUSINESS LIKE A **JIG-SAW** PUZZLE?



YOU CAN BE **SURE**...IF IT'S

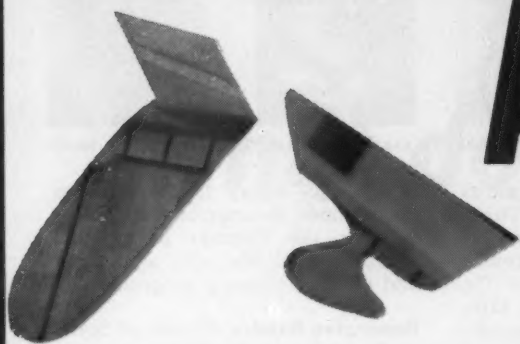
Westinghouse



WATCH WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS CBS-TV FRIDAYS

WESTINGHOUSE ELECTRIC CORPORATION, CUSTOM KITCHENS DIVISION, MANSFIELD, OHIO

WESTINGHOUSE FITS ALL THE PIECES TOGETHER IN A ONE-SOURCE PACKAGE



Only by buying the components of your kitchens from one source where everything is designed to go together, can you be sure of giving your customer the kind of kitchen she wants. And Westinghouse is that source.

EVERYTHING YOU SEE IS AVAILABLE FROM DISTRIBUTOR STOCKS OR CAN BE SHIPPED IMMEDIATELY FROM THE FACTORY.

● **Appliances**

The most complete line in the industry, both built-in and free-standing. Wide color selection—new styling.

● **Cabinets**

For deluxe installations, wood cabinets in furniture-finished Heirloom Maple. Where metal is desired, Westinghouse Steel Cabinets in Confection Colors to match or harmonize with the appliances. Complete line of fixtures and fittings.

● **Micarta Counter Surfacing**

Wide selection of colors and patterns. Available in Unitop (pre-formed top and backsplash) sheets and panels.

WESTINGHOUSE ALSO GIVES YOU ALL THESE HELPS AND ADVANTAGES

● **Kitchen Planning Schools**

Factory conducted, covering all phases—design, decoration, perspective, accessories, etc.

● **Home Study Design Course**

"Advanced Custom Kitchen Design". Comprehensive training under top notch faculty supervision through the University of Chicago.

● **Local Advertising Aids**

Handout literature, specification material, advertising guides, product mats and promotional plans.

● **Complete Financing**

Quick and convenient, through the Westinghouse Home Modernization Finance Plan.

● **Local Selling Assistance**

Specialized distributor sales personnel, trained to help in every phase of business.

● **National Advertising Support**

Consumer advertising in national magazines, Sunday supplements, newspapers, Westinghouse Lucille Ball-Desi Arnaz Shows on CBS-TV, billboards and radio.

● **Total Electric Home Program**

Specialized pre-selling on Westinghouse appliances, cabinets, Custom Kitchens, in all media, plus planned model home showcases for these products.

● **Sales Training**

Help and guidance on selling complete kitchens and individual products.

Your Westinghouse Distributor is the key man in this one-source set-up. He can supply you with everything you need for successful, profitable kitchen selling. Ask him to give you the full details. Call him today.



One of the results of modernization is this display of appliances along the

store's far wall. Heard's now has all-out appliance promotion.

Want To Modernize A Store? Try A Pay-As-You-Go Plan

Heard's Hardware in Bowie, Texas, opened in 1887. Gordon Heard represents the third generation to be associated with the business. He and his father, Emin Heard, own and manage the store which occupies the same site of 72 years ago.

Until Gordon, a business administration graduate, went in to the business seven years ago, the firm was a harness and bolt and nut store. Fixtures, front and stock typified the old days. Since that time the business has undergone a complete overhauling and modernization program.

"Modernization in the hardware business is a must. It helps the dealer to attract more traffic and make greater sales," Gordon says. The program, which has been on a cash basis, shows measurable results in the form of a new floor, new fixtures, new front and general enlargement of the store by opening the balcony area.

And this modernization program is achieved through a unique pay-as-you-go plan. It works this way: Cash for financing the program comes from sales. The finance company handling the store contracts withholds a percentage of each appliance sale to hold in reserve for Heard's remodeling ventures.

"This method makes sales pay for modernization. We want it this way because we want to be conservative. Paying cash as we go, as sales build up, we know the amount of business we can expect in the future. We save carrying charges, have no obligations over our heads, and the whole program is sound," Gordon says.

A sagging, splintery wooden floor was replaced by a rubber-tile floor. The entire depth of the store on the right is open-type wall display. This replaces the old pull-out drawers popular in the store before remodeling. There is 4,000 square feet of selling area in the main part of the store. Added to this is the sales area created by removal of the wall behind the office. Conver-

sion of the 50x60-ft. balcony from an old storage and catch-all to a modern display section totals 6,000 square feet of added display space.

Full view display windows replace the old type of boxed-in windows.

Financing the modernization program by means of a reserve fund, Heard's Hardware sells its appliance paper to the General Electric Credit Corp. This is on an appliance installment contract.

The G. E. Credit Corp. withholds 5% of the amount due Heard's on each appliance sale. This is put into an account for the firm. At Heard's the corresponding credit is entered in the store's bookkeeping system in a ledger sheet titled, "G.E.E.C. Dealer's Reserve." It is a current asset account.

"When our reserve fund accumulates a total equal to the cost of a particular remodeling expense," Gordon explains, "we check it out and spend the reserve cash for this purpose."

An example of the mechanics of joined the Cleveland, Tenn., consale of an appliance for \$300. The customer receives a trade-in allowance of \$100 on an old appliance. This leaves a balance of \$200. A down payment of \$50 is made. This appliance installment contract is sent in to the General Electric Credit Corp.

Heard's Hardware receives from the Credit Corporation \$150, less 5%.

"If we made the withholding percentage much higher, say 20%, we would not get a return on our invested capital. If we made it too low, say 1%, we would not be able to create a sufficient reserve fund to do us any good," Gordon Heard observes.

"As worked out with the General Electric Credit Corporation, the 5% withholding percentage is the ideal figure. I think a look around the store, with its revamped floor, display fixtures, larger windows and general 'new' look is ample proof of this," Gordons sums up.

PEOPLE in the NEWS



CHARLES J. FABSO



WILLIAM A. MONAHAN



KARL W. MUELLER



THEODORE J. SMITH

General Electric Co., housewares and radio receiver division—Three sales managers have been appointed for the division's radio receiver sales. Charles J. Fabso will be manager of phonograph sales. William A. Monahan will be responsible for the department's national account sales.

Clinton Engines Corp.—Karl W. Mueller has been elected president of the company which manufactures small, air-cooled gasoline engines for lawn-mowers, garden equipment, chainsaws, outboards and industrial use. It has plants in Clinton, Mich., and Maquoketa, Ia., with headquarters in New York.

Airtemp, a division of Chrysler Corp.—William L. Regan has been promoted to distribution manager of the division's packaged heating and cooling section. He has been southeastern regional manager since 1958.

Magic Chef—E. L. Fielden, Jr., has joined the Cleveland Tenn., company, which manufactures gas ranges, as special sales representative.

Elco Manufacturing Co.—Two district sales managers have been appointed for Oasis and Kelvinator water coolers, "hot 'n colds" and dehumidifiers. Hector Cortes will be responsible for sales in New York City, Philadelphia and New Jersey. Chester A. Garland will head sales in Maine, Vermont, Connecticut, Massachusetts, Rhode Island and upstate New York.

Arvin Industries, Inc.—Walter T. Davis has been named western sales manager for the company's electronics and appliance division. Robert Puzey will succeed Davis as the division's Texas district sales manager.

Packard-Bell Electronics Corp.—Charles H. Bredall has joined the company's technical products division as senior project engineer, advanced techniques. And George E. Olenik has been named supervisor of contracts administration for the company's computer division.

Kin Tel, a division of Cohu Electronics, Inc.—George L. Kelly has been appointed manager of television sales for the San Diego-based division, which manufactures closed-circuit television for industrial, military and educational uses.

Glaser-Steers Corp.—John Pacconi, Jr., has been appointed customer service manager for the company, which puts out a hi-fi stereo record changer and accessories. One of his first moves will be to increase the number of national company-authorized service agencies.

Skil Corp.—Harry L. Bullock has been named director of sales training for the Chicago power tool manufacturer. He will administer and develop training programs.

Remington Rand, a division of Sperry Rand Corp.—R. Edwin Lee has been appointed branch manager of the division's adding machine-calculating machine section in Charlotte, N. C.

In Atlanta, Miller H. Newton has been appointed to the newly created post of southern regional sales manager for the division.

Packard Bell Computer Corp.—Theodore J. Smith has been named sales manager of the Los Angeles company. Previously he was an assistant to the vice president for engineering at Gilfillan, Inc., Los Angeles.

Landers, Frary & Clark—Daniel J. Donovan was appointed sales development manager. He formerly was New York City district manager of the company's hardware and vacuum products division. Arnold R. Feinberg was chosen district sales manager in Philadelphia.

DISTRIBUTOR APPOINTMENTS

SYLVANIA HOME ELECTRONICS CORP.—Tri-State Supply Co., Chattanooga, Tenn.

COLUMBIA RECORDS—Boyd Corp., Portland, Me.; Columbia Southeast, Jacksonville, Fla.


CARRIER CORP.—J. D. Wilson Co., Inc., Milwaukee, Wis.

PENTRON CORP.—Jack Freeman, Tampa, Fla.; Neil Distributors, Inc., Miami, Fla.

ACCO POWER PRODUCTS, a division of American Chain & Cable Co., Inc.—Roskin Distributors, Inc., East Hartford, Conn.

BELL SOUND, a division of Thompson Ramo Wooldridge, Inc.—Buckeye Electronics Distributors, Columbus, Ohio; Central Distributors, Portland, Ore.; Gould-Farmer Co., Syracuse, N. Y.; Langdon & Hughes Electric Co., Utica, N. Y.; Pringle Radio Wholesale Co., Everett, Wash.; Radio Electric Service of Pennsylvania, Inc., Allentown and Philadelphia; Rodefeld Co., Inc., Indianapolis and Richmond, Ind.; Tel-Electric Distributors, Inc., Spokane, Wash.; Western Movie Supply Co., Hollywood, Calif.

TRAV-LER RADIO CORP.—Park Radio Service, Inc., New York, N. Y.



what does R/E mean to you?

ONE THOUSAND RURAL ELECTRIC CO-OPS SERVING 20,000,000 CONSUMERS

Plenty if you are selling electric appliances or equipment in any of the areas colored on the map. That's where 1,000 REA-financed rural electric systems are serving almost 5,000,000 buying units—almost 20,000,000 rural people.

We know those scattered rural people are hard to reach through conventional sales programs. That's why we have developed our unique programs to make dealer sales easier and more profitable.

DEALER AND CO-OP

The rural electric co-op has developed countless ways to help dealers sell: direct mail help, consumer premiums, free displays, free installations, prospect lists, easy financing, traffic building, etc., etc. A call on the electric co-op opens the door to all these sales aids that get customers into the store and make it easier for them to buy. (When you call, remember that the local rural electric co-op is locally-owned, locally-controlled . . . The government holds the first mortgage that's all.)

DISTRIBUTOR PROGRAMS

A check with your distributor will probably reveal that he and your manufacturer have a 1960 "REA" program to back you up. They are probably scheduling ads in our publications—which are owned and read by those co-op members in the rural areas around your town. You'll want to make certain that your name is listed with those ads—and that the ads are

planned to take advantage of the promotions in your electric co-op.

Your distributor can also help you in setting up special programs to take advantage of rural electric co-op promotions scheduled for your particular area and can supplement factory ads with specials in your own state.

Leading manufacturers of electrical appliances have been working with the rural electric co-ops to set up realistic promotions that will actually help the dealer . . . national promotions so the manufacturer and distributor can give you full advertising and promotion support . . . hard hitting promotions to make sure your cash register rings. (After all, kilowatt hours aren't sold until you sell an electricity-using product.)

The first such national promotion came in 1959—with many electric co-ops giving free electric housewares (worth from \$20-\$60 at retail) to member-consumers who purchased a freezer.

1960 NATIONAL PROMOTIONS

1960 will be a big year in the "REA" field with extensive celebrations of the 25th anniversary of the program. Three national promotions are already set. In February and March, free installation of dryers, water heaters and ranges will be offered. In May and June, Silver Jubilee coins worth up to \$25.00 in cash will be given to members—and the co-ops will pay the dealer cold cash, in full, for those coins he

redeems. In the Fall there will be a promotion of housewares—together with state and local promotions of ranges and dryers.

LOCAL, STATE PROMOTIONS

These national promotions are only the beginning. Your electric co-op and your state association will have promotions year-round, promotions designed to help you sell when rural people in your area are most ready to buy.

RURAL ELECTRIC CONSUMER PUBLICATIONS

These are published by 27 state associations of rural electric cooperatives and tailored especially for the electric co-op members. If you are not receiving the consumer publication in your state, write us for the name and address. (Or suggest to your distributor that he get in touch with the state association in your state. He can get the details from us.)

You'll want to keep up with your state's rural electric consumer publication. It's reaching those customers of yours out beyond the city limits, selling your products, opening the way for easier sales. It gives your manufacturer a way to set up advertising and promotion programs that have an immediate effect on your sales.

These are publications that are owned and controlled by the readers, publications with 2,400,000 circulation but localized to the county level, publications that the reader-owners look to as reliable buying guides.

27 PUBLICATIONS SELLING THIS SPECIAL MARKET

Alabama Rural Electric News • Rural Arkansas • Colorado Rural Electric News • Rural Georgia • Illinois Rural Electric News • Indiana Rural News • Iowa Rural Electric News • Kansas Electric Farmer • Rural Kentuckian • Rural Louisiana • Mississippi Rural Electric News • Rural Electric Missourian • Montana Rural Electric News • Nebraska Electric Farmer • New Mexico Electric News • (North) Carolina Farmer • North Dakota Rural Electric Magazine • Northwest Ruralite • Country Living (Ohio) • Oklahoma Rural News • South Carolina Electric Co-op News • South Dakota High-Liner • The Tennessee Magazine • Texas Co-op Power • Rural Virginia • Wisconsin REA News • Wyoming Rural Electric News

Write us for further data, names, addresses.

Rural Electric
Consumer Publications
The Shoreham Building,
Washington 5, D. C.

RECP

THE MARKET IS BIG

A National Rural Electric Cooperative Association survey in July-August 1959, revealed both saturation figures and plans to buy of the 4,600,000 rural buying units then served by the 1,000 REA-financed electric co-ops. Based on actual in-the-home calls, the survey figures reveal the following saturations and buying plans for the next 12 months.

Product	Now Have	May Buy	Will Buy
Electric Ranges	1,900,000	445,200	113,400
Refrigerators	3,780,000	201,600	100,800
Freezers	2,030,000	592,200	168,000
Water Heaters	1,680,000	449,400	130,200
Dryers	480,000	453,600	126,000
Air Conditioners	440,000	340,200	71,400
Electric Heating	390,000	239,400	46,200
Frypans	1,530,000	474,600	79,800
Mixers	2,650,000	281,400	54,600
Electric Blankets	910,000	420,000	79,800

For further details on these and other products and the survey methods, write us. (Dealers will find most co-ops have local survey figures; distributors in many cases can secure state figures.)

A DEALER SALESMAN says

"Please Ma, Leave Your Problem Child Home"

Don't get me wrong. I like kids as much as anyone else. Otherwise, why would I have four of my own. But every once in a while I am convinced that certain parents should not be permitted to turn their juvenile delinquents loose in a TV and appliance store.

Like the other day it happens. This dame comes into the store. With her are two boys, about four and seven. She asks to see a hi-fi. I show one to her. As we talk, all bedlam erupts in the rear of the store. It sounds like 2,000 boiler factories. I glance down and see that the little darlings are playing drop the hankie with washer lids. The mother tries to hush her brats in vain. Finally all she can do is to grab them by the nape of the neck and drag them out. "I like this set you showed me," she says despairingly, "tonight I will return with my husband so as we can talk to you in peace and quiet." And although I scent a deal, I am frankly glad to see her go the way the kids are behaving.

True to her word, the woman comes back that night. Her hubby is tagging along—with the two little monsters in tow. I show them the set she likes and start my talk. Suddenly comes a brassy jangle like a million symphonies are playing different tunes all at the same time. It is so noisy that I cannot even hear myself think. People are clapping their hands over their ears in self-defense. It is those kids again. They have broken loose and turned on every radio in the store. The mother gives the father a dirty look. He winces and reproves the boys gently as I make a tour turning off the sets.

This situation calls for some child psychology I wisely figure, so I bring out a box of lollipops I am taking home for my own kids and give one to each of the little mobsters to quiet them. Once again I start into my sales talk. Suddenly I am aware of a ripping sound. I am afraid to look but I do so anyway. The boys are tearing the fabric off an auxiliary speaker.

My dander is really up now. No deal is worth this damage. I tell the dame she will have to control her offspring or take them outside. She tells her hubby to take them out for a hot dog. With some quiet, I quickly wrap up the sale with a final demonstration. Just then the husband returns with the boys. They are munching on franks and are dropping scraps all over the revolving turntable of the set mommy has picked out. "You will not send us this floor model?" the husband says anxiously. I mumble a reply which is unintelligible. Normally, I wouldn't think of shipping the sample but after what his kids did, this gink owns it.

Naturally before I send the set out, I clean the mustard off the turntable and scrape the crumbs from the controls and polish up the scratches the kids left.

Even so the guy has trouble with the set when it is delivered. So I send up a service man from the factory. He comes back. "I have fixed the set up perfect," he reports to me, "and the customer is now 100% satisfied. Funny thing, there was a piece of something stuck inside the tone arm causing the trouble. And y'know what? I would swear it was a piece of sauerkraut!"



"I'm not fooling, Sam! I want you to take down that sign!"

ABOUT THE AUTHOR—For reasons which will become increasingly obvious as you read this column in future issues, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he'll share with you here once a month.



Buried in moppets, and surrounded by mothers, Santa Claus spreads cheer, gifts and the urge to buy over

record crowds at Petropoulos Bros. Santa gave away 100-dozen gifts, stayed in store some three hours.

Santa Claus Brings 85-Piece Present to Birthday Party

The hoopla generated for this first-anniversary sale at Petropoulos Brothers in Waukegan, Ill., excited some 85 different customers into major-appliance purchases in the two days of the sale. "And that doesn't even count the half-dozen organs we sold," says Nick Petropoulos.

The event was an attempt to equal or better the Waukegan firm's biggest days ever—their Grand Opening last year. It didn't quite make it on that score, but it was an eminently satisfactory birthday party.

Most important guest was Santa Claus, who came to the Petropoulos store in a reindeer-equipped helicopter, landed on the store roof and descended therefrom via a specially-built chimney. All this cost Petropoulos \$1,000, with use of the helicopter thrown in for two days.

"Remember—we didn't talk about Christmas for this promotion," says Nick Petropoulos, who thinks that Christmas gets too early every year, but who couldn't resist the crowd draw of Santa on a helicopter. "Santa just came to our party to help out."

Santa got plenty of help in drawing those crowds: An eight-page ad

section in the Waukegan paper, six other full pages, 150 radio spots, an in-store radio show, and 50,000 mailers, to be exact. And Petropoulos got plenty of help in handling the crowds from over a dozen distributor and factory representatives on hand.

It was a costly promotion, even with plenty of co-op funds. Among the more unusual items of expense is one labelled "Gifts." Santa and Petropoulos managed to find time to hand out about 100-dozen presents all of which carried a retail tag of \$1.98. These included small model foreign cars, paper cut-out kits, model helicopters and paper dolls with elaborate wardrobes.

The biggest draw was undoubtedly Santa Claus and his helicopter. Santa came back on Sunday to take people for rides, cramming some 600 such rides into half-a-dozen hours.

All the promotional energy was not aimed solely at producing crowds. Every special price the firm could muster was also on hand—Amana 18-cu.-ft. freezers at \$298; Hamilton 4-heat dryers at \$188.88; Maytag automatics at \$188.88; and a big slug of traffic appliances at discount prices.



Arriving on schedule in a reindeer-equipped helicopter, Santa Claus was the star guest at Petropoulos Bros.

first-anniversary sale. Between them, Santa and the sale kept 70-80 cars in Petropoulos' lot for two full days.



SIDNEY BRUNELL, CONTROLLER of the Smithcraft Lighting Division of the A. L. Smith Company.

THE NATIONAL ACCOUNTING SYSTEM has helped this successful manufacturer achieve new economy and efficiency.



THE SMITHCRAFT LIGHTING DIVISION of the A. L. Smith Company.

"Our *National* Accounting System
saves us \$20,000 a year...
returns 126% annually on investment!"

Smithcraft Lighting Division—A. L. Smith Co., Chelsea, Mass.

"During the last fifteen years, National Accounting Machines have enabled us to continually expand and improve the productivity of our accounting department," writes Sidney Brunell, Controller, Smithcraft Lighting. "We are convinced that they are the most efficient accounting machines available.

"We now use two National Class '31's which have been installed to coordinate (in the future) with Data Processing Equipment. National's great versatility enables us to use them for all

accounting jobs. Easy to operate, they are quickly mastered by even inexperienced employees. And their great accuracy assures error-proof calculation.

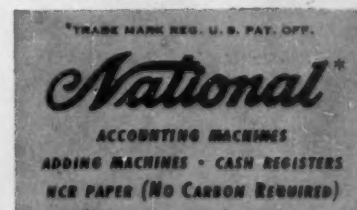
"We suggest that any company should investigate the National System. Our National System saves us \$20,000 a year... returns 126% annually on investment."

Sidney Brunell
Controller, Smithcraft Lighting

Your business, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit.



THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • 75 YEARS OF HELPING BUSINESS SAVE MONEY



*Unhappy with your
Vacuum Cleaner Profits?*

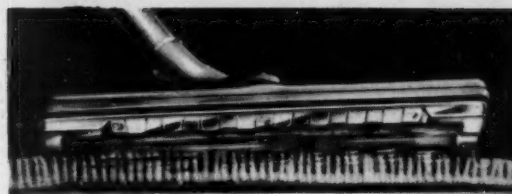
*You can
make
more
money
with
Eureka!*



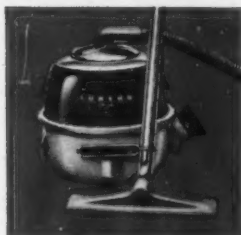


THE VACUUM CLEANER BUSINESS IS CHANGING RIGHT UNDER YOUR VERY NOSE

EUREKA DID IT with the Vibra-Beat cleaner that has what no canister cleaner ever had before . . . a nozzle that **BEATS . . . BEATS . . . BEATS!** Giving consumers the beating action of an upright . . . plus the convenience of a canister.



EUREKA DID IT with a FULL line of canister cleaners that provide logical, easy-to-make step-ups to the kind of profits you'll appreciate after the years of slim pickings you've had with other cleaners.



MODEL #805-B AT \$39.88
A tremendous "price leader"
for big promotion . . . over 1/2
million sold at \$69.95.



MODEL #860A AT \$49.95
Ball-bearing wheels and 8-
pc. set of clip-on tools. Makes
an easy "step" from \$39.88.



MODEL #960 AT \$69.95
Beautiful! Full 1 H.P. Deluxe
tools. Big profit for trade-ins
and your big promotions.



MODEL #1010 AT \$89.95
Beating action of an upright
plus convenience of a can-
ister. Big profit in every sale.

EUREKA DID IT with the world's finest upright. A terrific profit cleaner when promoted with \$20.00 trade-in allowance—net \$69.95. Deluxe tools at \$19.95.

MODEL #260—\$89.95



AND EUREKA SELLS!

National advertising is one big reason. Dramatic 4-color ads in the Sunday magazine of more than 300 newspapers will sell the "beating-convenience" story of Eureka Vibra-Beat cleaning throughout the fall selling season.

EUREKA PROMOTION NEWSPAPER ADS ARE SURE FIRE!
YOU DO BIG BUSINESS QUICK WITH EUREKA!

Get in the Profit End of the Rider Business
... Sell the New 1960

MOTO-MOWER®

24" DELUXE ROTO-RIDE®



EXCLUSIVE—14" roller
provides extra traction and
levels ground as well. Climbs
steep 20° grades with ease.



NEW—All controls in
easy-to-reach position on
console panel. 3 con-
venient levers control blade,
throttle and transmission.

SUGGESTED LIST PRICE: \$339⁹⁵

Unequalled style and performance. Quality backed by the skill and experience of automotive-trained engineers—quality you can sell with confidence. Great advancements such as Moto-Mower's Roller Traction Drive, Automotive-Type Transmission and new Console Control Panel. *Plus* a sensational dealer program that includes—a Long Profit Margin all year long, Early Buy Discount, and a Profit-making Demonstrator Plan to assure you a really worthwhile profit structure.

Ask your distributor or write us today for full details on the greatest profit program in the industry.

MOTO-MOWER

MOTO-MOWER, INC., RICHMOND, INDIANA
SUBSIDIARY OF DURA CORPORATION (FORMERLY DETROIT HARVESTER COMPANY)

How Korvette Picks a Location

Not every unit in this chain checks out against the rule book. But a pattern has emerged—especially in the suburbs. It demands people, good accessibility, parking. More important, by trading off smaller units for growth units, this firm has created a northeastern department store chain that may one day go national.



PEOPLE—Korvette likes to have at least 500,000 people within 20 minutes of an outlet.

Korvette wants 500,000 customers within 20 minutes of any of its outlets.

If possible, it also wants space to park 2,500 cars.

And movement of traffic in and out must not create a bottleneck.

These three major factors, influencing Korvette's choice of a store location are further buttressed by others. These include: 1) sound potential sales volume; 2) ability to service and operate a store from its New York headquarters; 3) acceptance of the Korvette name in a new trading area; 4) availability of a suitable location; and 5) a favorable competitive situation.

One upstate New York location, ostensibly firmed out, was dropped when a site developer failed to deliver. Another one, at an excellent junction of two New Jersey highways, got the axe because of potential traffic bottlenecks.

Actually it takes about two years between the time Korvette considers a site and the time it's in actual operation.

For instance, reports are current that one future site will be Audubon, N. J., outside of Camden. But this is not likely to materialize until late in 1961.

This two-year spadework ensues after a site has been deemed "suitable." The big question, of course, then becomes: is the site feasible?

Total families, income levels, potential sales volume, population density, traffic patterns, shopping habits, growth patterns—these all get close scrutiny.

Scarsdale, Springfield, Pa., and, more recently, Harrisburg, North East Philadelphia and Watchung, N. J., point up a little-recognized trend about Korvette locations. They represent plus areas, where incomes are higher than normal.

"We like areas where incomes are high—the higher the better," says Bernie Waltzer, Korvette vice-president. "We find the best customers among new home owners, young and growing families,"

Continued on page 32



ACCESS—In and out movement is mandatory in suburban units, with no chance for any traffic bottlenecks.



PARKING—Space for at least 2,500 cars is ideal. Newest units have it. Some already outgrew parking.

HOW KORVETTE PICKS A LOCATION CONTINUED

two-car families. We try to reach people with money enough for multiple sales. That way we get better sales per capita."

In this search for the right location all responsible Korvette executives can speak their piece. The potential site draws comments from all officers and department heads who make regular rounds of existing stores.

Thus every member of the 11-man board of directors is heard. In the end, all the intelligence on a new site is funneled to an executive committee of the board of directors. This means Eugene Ferkauf, chairman, chief executive officer and founder; William Willensky, president; and George Yelen, chairman of the board.

Feasibility also involves existence of acceptable sites and a builder's ability to deliver a project. About December, 1955, site developer headaches precipitated several corporate moves which placed at least two Korvette locations in the "controversial" category. They also strengthened the firm's views about downtown versus the suburbs.

"We feel that the potential in suburban locations is better than downtown," says Waltzer. He cites six of nine openings since February, 1956, as being in the suburbs.

"And all our locations in the foreseeable future will be confined to suburban locations."

This means, in the Korvette view, a north-east chain for the short haul; a possible national chain, with regional administrative offices for stores within a given area, for the long pull.

Does this mean Korvette lacks confidence in downtown? "No," says Waltzer. "It merely means that at present we feel our effort and capital will be put to better use in the suburbs."

What about Korvette's downtown locations, particularly one in Brooklyn and one in Hartford, which have been the targets for industry brickbats?

In the trade these spots, opposite Abraham & Straus, Brooklyn, in one case, and G. Fox, Hartford, in another, have been dubbed "mistakes."

Korvette officials politely deny this. Their version puts in perspective a salient turning point in the chain's growth. It also pinpoints the significant link between financial backing and delivery of building sites.

According to Waltzer, before Korvette opened in Brooklyn the chain was a mere eight years old. It was then operating only two main large stores, Korvette City in Carle Place and West Islip, both on Long Island. The chain had then attained a \$55 million annual sales volume with these two big units and nine small ones.

At the time Korvette was poised for a major expansion, primarily to the suburbs. But many old line financial institutions and many people in the industry considered them a temporary phenomenon.

"Many felt we had been lucky in seizing two good Long Island locations," says Waltzer.

There was a further belief that the firm had no solid organization, and that competition would soon catch up. In fact, at the time, expansion was held up because builders experienced difficulty getting financing from conservative lending institutions, which still had reservations about Korvette's ability to maintain the pace.

At this juncture the Brooklyn and Hartford "controversial" sites became available. Korvette seized the opportunity to go against "two of the toughest competitors in the nation."

Since then A & S has kept Korvette on its toes. Although Korvette officials refuse to divulge individual store figures, they insist volume is steadily improving ("estimated volume is four to six times more than that done by our predecessor") and that the firm is turning a profit out of a multi-level operation.

As for Hartford, they claim sales volume is higher than most people in that city thought

possible. There, they admit, the going is tougher, but progress has been forthcoming. And they quickly scotch any rumors that they are closing.

Cynics may cite this argument as one of hindsight. Nevertheless, the expansion program which has put six major department stores in the suburbs, all but one in the 100,000-square-foot-or-over category, suggests that any major financial hurdle was surmounted following these downtown moves.

Possibly obscured to many observers who are searching for flaws in the Korvette operation, is the significant contribution these downtown locations make to the chain.

"We have three major downtown locations," points out Waltzer. "They contribute to sales volume, profits and buying power. They provide merchandising information and operating know-how useful in the chain operation. Their operating results help us plan sales and inventory programs. And they teach Korvette how to compete and become a better merchant."

A look at the accompanying chart graphically illustrates what Korvette has been doing over the past 11½ years.

It has been trading puny locations for goliath ones, after first striking out into a small-outlet chain in New York.

In July, 1951, for example, it began its downstairs moves. By October, 1953, it had closed both upstairs units, had opened six new units, all very small. With Carle Place and West Islip, the department store drive was on. There followed the downtown moves into Brooklyn and Hartford, followed in May, 1958, with a 44th St., N. Y., consolidation. Gradually, starting in mid-1957, Korvette began expanding into population centers outside New York.

Suburban site selections are based upon certain minimum demands by Korvette. But the firm's officials readily admit to exceptions.

"Westbury," says Waltzer, "violated all the site-selection rules in the book. It was a former potato field, not on any main artery. It was not at the intersection of two major arteries. It was not as heavily trafficked as other streets in the

The Four Faces of Korvette



1. SUBURBAN DEPARTMENT STORE

Access, parking, floor space and peripheral warehouse room are built into new Korvette units, such as this North East Shopping Center unit in Philadelphia,

shown nearing completion. Rapid expansion added four such units since August, 1958, brought department store count to 11.

area. It was not in a trading area. And it was not planned as a fully-integrated shopping center. We attribute its success to timing and the acceptance of the E. J. Korvette name."

Waltzer is talking about a unit that delivers about \$35 million in sales. The example suggests it has been more than shrewd site selections which accounts for Korvette's racking up sales of over \$114 million for the 44 weeks ended August 2, 1959.

For the record, Korvette remains a low-margin operation with a one-price policy. It searches constantly for top-quality merchandise to offer the public at the best prices. It applies the cost-saving techniques pioneered by the food supermarkets to the sale of non-foods, including central checkout counters and cash-and-carry. It bypasses warehousing by allocating peripheral space in its large units as warehouse areas.

Above all, its key personnel keep a merchant's eye on all store activity. If an island-counter proves too high, it's immediately chopped down. Not in the guilty store, but throughout the chain. When counters become drab, somebody takes steps to brighten them.

The Camp Hill store in Harrisburg has a significant innovation. Previous two-level stores had traffic flowing forward and to right and left of the foot of the down escalator. At Camp Hill the escalator fed traffic out forward, with the whole range of lower-level offerings hitting the shopper square in the eye.

At all Korvette locations, appliance, TV and electric housewares departments still comprise a big part of hardgoods offerings. Department heads for these products deny any decline in volume in any of these products.

At the Harrisburg opening, Eugene Ferkauf smiled when the role of Korvette in appliances came up.

"I'll admit we've been preoccupied with other departments," said Ferkauf. "But I wouldn't say we've neglected appliances. As a matter of fact we have plans for all these departments, and they'll be getting closer scrutiny in the immediate future. And that means at all our locations."

How Korvette Traded Locations To Create a Department Store Chain

STORE	OPENED	SIZE SQ. FT.	CLOSED
6 E. 46 St.	June, 1948	1,000 (2nd Fl.)	July, 1951
14 E. 46 St.	June, 1950	2,000 (2nd Fl.)	February, 1952
12 E. 46 St.*	July, 1951	3,500	April, 1958
White Plains	October, 1951	8,500	July, 1958
14 E. 46 St.*	February, 1952	2,400	April, 1958
42 St. Off 3rd	April, 1952	6,500	April, 1958
42 St. Annex	September, 1952	7,200	April, 1958
Hempstead	October, 1953	14,500	April, 1957
24 W. 48 St.	May, 1954	8,000	
Carle Place	December, 1954	90,000	
42 W. 48 St.	September, 1955	8,000	
12 E. 46 St.	December, 1955	4,000	April, 1958
Carle Pl. Additions	December, 1955	20,000 (Toys)	
		30,000 (Suprmkt)	
West Islip	February, 1956	80,000	
West Islip	February, 1956	30,000 (Suprmkt)	
Brooklyn	May, 1957	165,000	
Springfield, Pa.	August, 1957	106,000	
No. Brunswick	November, 1957	80,000	
Hartford	December, 1957	210,000	
44 St. N.Y.	May, 1958	70,000	
Scarsdale	August, 1958	100,000	
*14 E. 46 (Reopened)	April, 1959	2,000	
*12 E. 46 (Reopened)	August, 1959	3,000	
Harrisburg	September, 1959	106,000	
North East (Phila.)	November, 1959	136,000	
Watchung, N.J.	November, 1959	106,000	



2. DOWNTOWN DEPARTMENT STORE Four-level Brooklyn store, with 165,000 square feet, pitted Korvette against mighty A & S, one of toughest merchants in country. Here and in Hartford Korvette holds own, learns to be better merchant. Consolidated 44th St. store in Grand Central area rounds out large downtown units.



3. MODERN SPECIALTY STORE

Two of four remaining small Korvette units are downstairs from chain's headquarters. Left is pharmacy, new to Korvette and spreading to departments in all stores. Right is audio record center, an alert move to capitalize on component business through specialty selling while regular units sell packaged goods.



4. THE OLD DAYS

One of two remaining 8,000-square-foot units on 48th Street, N. Y., this two-story unit near busy Rockefeller Center is like an orphan. It probably is retained because it's a traffic location and because it's half a block from competitor Master's. Today this is definitely the typical store location.

RCA VICTOR

ELECTRICAL MERCHANDISING WEEK

CHRISTMAS

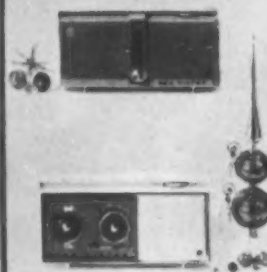
TV SPORTABLE

The perfect portables — the perfect second set



CORDLESS TABLE RADIOS

Look like table radios — act like portables



HIDEAWAY TV First TV that rises out of a table

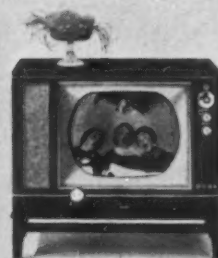


REMOTE CONTROL TV

13 new models that tune from your easy chair



"LIVING COLOR" TV Most advanced Color TV ever



STEREO HIGH FIDELITY Stereo the experts choose — and it's



MURAL TV Pick Color or Black-and-White TV that builds



**RCA Victor has a gift for
making people happy**

Make your Christmas shopping easy — take this handy guide along. It's full of information about RCA Victor's Newsmakers of 1960 in black and white and Color TV, radios and Stereo High Fidelity. There's a gift here for everyone you love.

**CHRISTMAS
SHOPPING
GUIDE BY
RCA VICTOR**

GIVE THE "GIFT THAT"

NEWSMAKERS!

planned to fit your home

PORTABLE STEREO The exciting world of stereo at a budget price

TRANSISTOR RADIO Big performance, low price

STEREO TAPE CARTRIDGE PLAYER/RECORDER Makes tape as easy to play as records

To remove this shopper's guide, pull gently from binding

RCA VICTOR

ON GIVING

RCA Victor does it again!

A brand-new version of the hardest-hitting, hardest-selling Christmas ad in the history of the industry. A full-color, 2-page LIFE spread plus a full-color, 12-page, pull-out-and-save Shopper's Guide filled with RCA Victor's Newsmakers in TV, Stereo, radios and Stereo Tape Cartridge Player/Recorders. It's like having every reader of LIFE in your area come in for a personal tour through your showroom! This is the kind of advertising support that moves merchandise. This is the kind of advertising support you've asked for. This is the kind of advertising support only the industry leader can give you!

Now turn the page and see some of the products
32 million readers of LIFE will be shown



RCA VICTOR

CHRISTMAS

In TV—Stereo—Radios, RCA Victor makes news with the styling that opens eyes—the features that close sales. Make Christmas selling easy for yourself. Stock, display and demonstrate the RCA Victor Newsmakers!


RCA VICTOR
RADIO CORPORATION OF AMERICA


Specifications subject to change. ®RCA trademark for record and tape players.



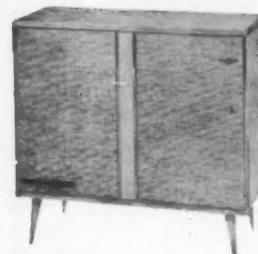
Deluxe transistor radio is finished in rugged simulated pigskin: White, Charcoal or Saddle Tan. A Christmas natural! *The Monaco* (Model T2).



Deluxe 8 transistor portable. Uses penlight, mercury cells, or plays 5 years with rechargeable batteries and new recharger. "IMPAC"® case. 3 colors. *The Hawaii* (Model 1T4).



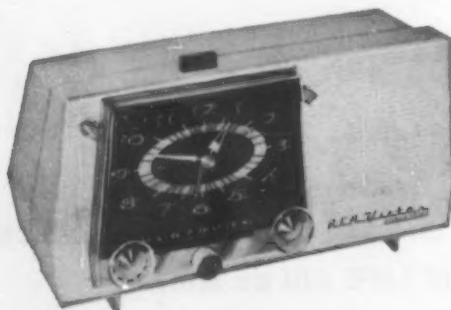
TV and Stereo Hi-Fi that are style-matched to let you make a big combination sale. The TV, *The Montgomery* (210-K-40), has 262 sq. in. picture, 21" tube (overall diagonal).



Its 3-speaker sound system can serve as the second speaker for the "Victrola."® *The Mark XXII* (Model PM22). Or stereo can be enjoyed with the 4-speaker system in the "Victrola" itself.



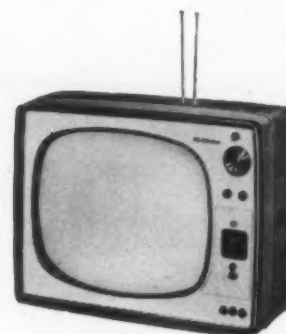
Dual-speaker table radio gives room-filling sound. Pull-push on-off and volume control, Security Sealed Circuits, "Golden Throat" tone, fashion finished back. 3 two-tone colors. *The Starfire* (Model X3).



Clock-radio with exclusive "Filteramic" antenna. New RCA Victor development gives virtually static-free AM reception. Clock-radio calls at 8-minute intervals. *The Sandman* (Model C4).



Remote Tote-able TV. It's table TV—it's portable—it tunes by wireless remote control. Has the picture and sound of a big set, too! Front tuning and sound. Built-in telescoping antenna. *The Modernette Tote-able*.



Ideal for bedroom—or any room. This RCA Victor is a Clock TV. Turns itself off at night, turns itself on in the morning. Built-in telescoping antenna, recessed handgrips, finished back. *The Albright Tote-able*.

NEWSMAKERS!



Budget-priced complete stereo system. 4 speakers. Companion speaker system is contained in "Lift-away" lid. Easy to carry—easy to sell. (Model SES4.)



Complete home entertainment center! Finest giant screen TV, 25% brighter picture. 4-speed "Victrola" stereo. Stereo-AM-FM radio with separate circuits and tuning. 6 speakers. Stereo tape and companion speaker jacks. Simplified master control panel. *The Rockland.*



Biggest picture in TV today. A giant 332 square inch viewable picture from a 24" tube (overall diagonal). This Newsmaking console is the RCA Victor *Bridgeport*.



Compact 3-unit stereo in superb Danish modern styling. 5 speakers, 3-in-1 supercharged chassis, 87 watts, visual balance control, master control panel. *Mark XVI (PS16).*

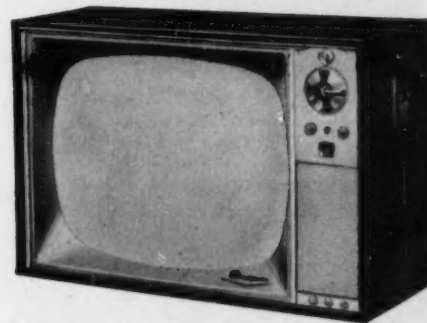
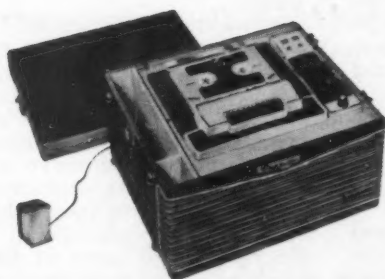
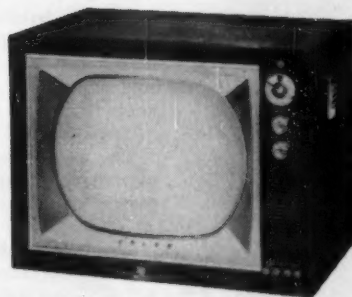


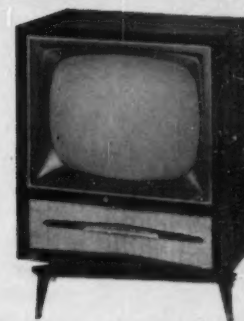
Table TV that tunes by remote control. All new "Wireless Wizard" is first "complete-off" remote-control. Turns set on and all the way off, changes channels, provides all level volume control. *The Owens.*



Tape Cartridge Player/Reorder—another first from RCA Victor. Monaural playback and recording; new tape cartridge is easier to play than records. Plays and records up to 2 full hours on a single cartridge. (Model CP1.)



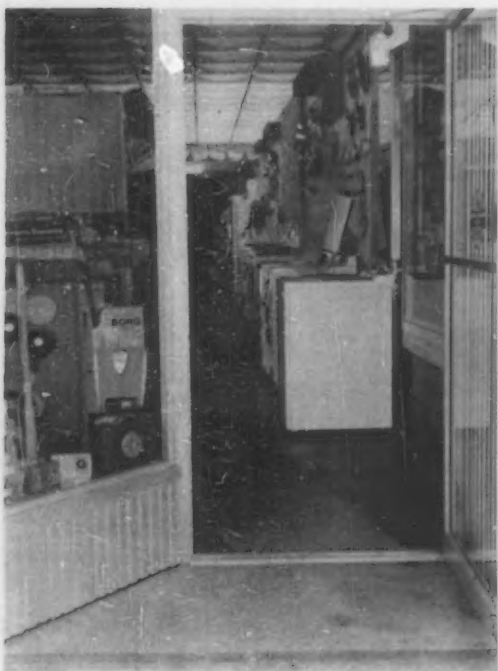
Remote control Color TV. New "Wireless Wizard" electronic remote control does all tuning jobs—demonstrates itself. Sell this as the family Christmas present. *The Abbott.*



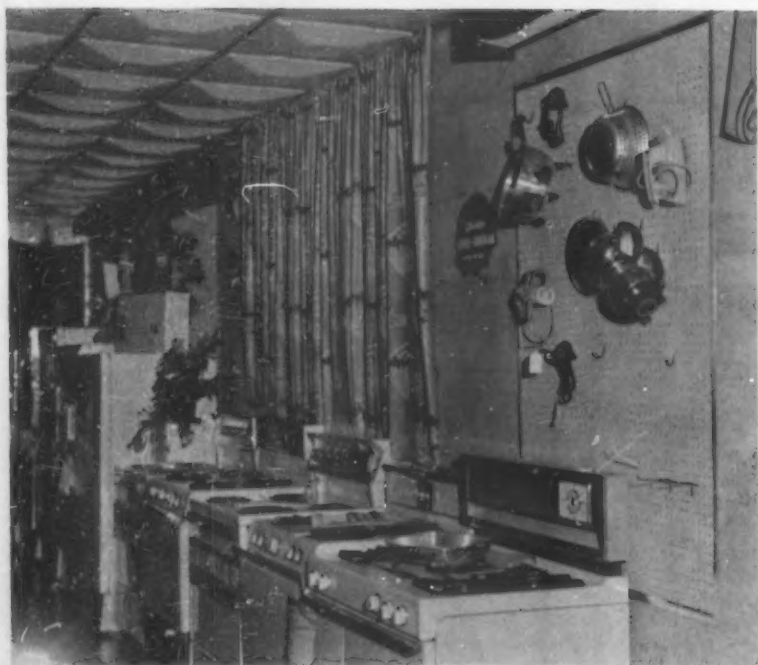
Console TV that swivels to face where you sit. Modern styling—25% brighter picture, greater contrast. Display now for Christmas selling. *The Ashland.*

An imaginative appliance dealer discovered that his local theater was for sale and promptly turned it into

The Appliance Store That Hollywood Built



Theater's box-office was ripped out to make room for attractive recessed storefront.



Here's how Mascolo turned the theater lobby into a sales floor. Drapes and peg-board display racks displaced posters on the wall. High cell-

ing was cut down to store-size by use of fluorescent fixtures. Marble walls were retained, give store a "quality" look.



Dealer James Mascolo stopped the show when he walked into a Derby, Conn., movie house.

When it resumed, the familiar Hollywood faces were missing. Topping the new bill were products rather than personalities, for Mascolo had converted the theater into a glamorous appliance store.

Mascolo was on a routine wiring job when he discovered the possibility of acquiring the movie house. The place was for sale for \$47,500; it had a 68-foot frontage with box office and lobbies disappearing into the deep recess of the theater itself.

It took Mascolo about four months to do the ripping out and remodeling. Here's how he went about it:

The lighted marquee was retained. Mascolo uses it as a billboard on which to announce promotions and special events and keep his store in the public eye.

The box office made way for an expensive front window and recessed doorway.

The lower lobby was transformed into an appliance showroom 18x50 ft. in size, complete with kitchen alcove, laundry and refrigeration sections, center islands for electric housewares. The plush marble walls were left intact. But new stars, in the form of portable appliances, hang on pegboard backdrops where once posters had featured personalities.

The inner lobby became Mascolo's TV and stereo room. Here a fireplace and mirror were left intact. Pine-paneled walls and a winterscape, framed in soft draperies, took care of the walls. A mass display of merchandise took care of the lobby space.

The vast theater auditorium was dissected into various utility areas. Where the seats were unceremoniously ripped out, there was left a parking area for some 40 cars, and a fire escape corridor became a sidestreet entrance for the firm's delivery and service trucks. Mascolo cut out a section for his electrical contracting business. He turned the ladies' lounge into a service bench and work area; the stage into an appliance-TV warehouse.

In addition, Mascolo carved out several choice real estate parcels from the marble and brick frontage.

And there are less tangible advantages, as well. "We've gained plenty of space plus beautiful display facilities. And we've created a pleasant, quality atmosphere in which to sell. Then there's the private parking we can offer."

Some of the dazzle of the old movie house has apparently rubbed off on Mascolo's operation. He's doing double the business on a promotion budget which has been whittled back by between \$4,000 and \$5,000.

That's why Mascolo is convinced, even for appliance dealers, there's no business like show business.

JUST A FEW LEFT!



YOUNGSTOWN KITCHENS Qualified Dealerships are going fast

Only Youngstown Kitchens Qualified Dealers get all these special services and sales aids: • Free 24-hour kitchen planning service. • Complete local advertising and promotion service. • National advertising tie-ins. • Display background plus window display kit. • Sales, service and installation training. • Direct mail campaigns. • Certificates and signs to identify you with the leader, Youngstown Kitchens. • News bulletins on kitchen business trends. • Membership in Youngstown Kitchens Dealer Advisory Panel.

How You Can Become a Youngstown Kitchens Qualified Dealer: If you meet the special standards set up for Qualified Dealers, you're a leader in your business community and ready for the biggest opportunity in the kitchen field. Ask your Youngstown Kitchens Distributor if there is a key dealership still open in your territory. If so, he'll give you full facts on how you can qualify and make new sales and profits with today's leading name in kitchens...Youngstown Kitchens.

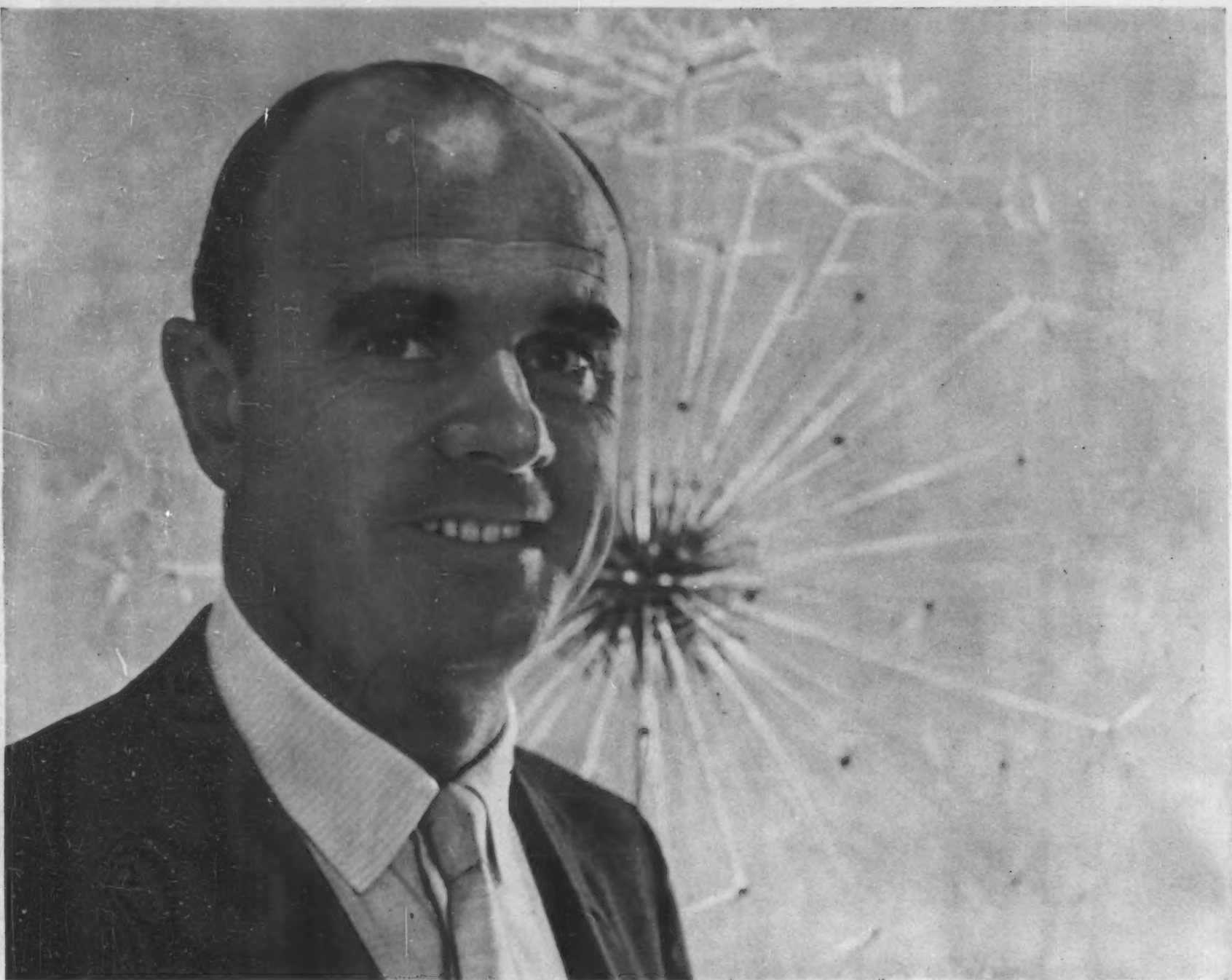


AMERICAN-Standard

YOUNGSTOWN KITCHENS DIVISION

American-Standard, Youngstown Kitchens Div.
Dealer Dept. EM 119, Warren, Ohio
Please send me full details and information on how I can become a Youngstown Kitchens Qualified Dealer.

NAME _____
ADDRESS _____
CITY _____ STATE _____



communication

"Communicating ideas is essential to sustain economic growth. One of the principal values of business publications is their role in this interchange of knowledge. Certainly we rely on advertising in leading business publications to inform our markets of our latest developments...to tell the people we serve about the progress of our organization."

Thomas M. Ware, President, International Minerals & Chemical Corp.

COMMUNICATION — *Consistent* advertising is the most economical means of communicating with important prospects. It supports the direct efforts of your sales staff... helps establish identity, brand preference and product familiarity as well as promote new products.

Today, more than one million key men in business and industry pay to read McGraw-Hill publications. Your advertising, *concentrated* in one or more of the McGraw-Hill publications serving your major markets, helps keep you in contact with the men you wish to reach.



McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.



leadership

"Leadership does not come automatically. A continuing effort must be made to offer improved products and services, and to keep the business community informed of new developments. One of the most efficient ways to do this is through business publication advertising. It is, in fact, essential to leadership."

W. E. Sprackling, President, Anaconda Wire & Cable Company

LEADERSHIP—*Consistent* advertising keeps the key men of industry up-to-date on your products and services . . . establishes recognition of corporate progress and leadership. In today's leading growth industries, more than 1,300,000 men-

of-decision subscribe to McGraw-Hill publications. By *concentrating* your advertising in those McGraw-Hill publications serving your major markets, you establish your leadership . . . help to sell your products and services.



McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

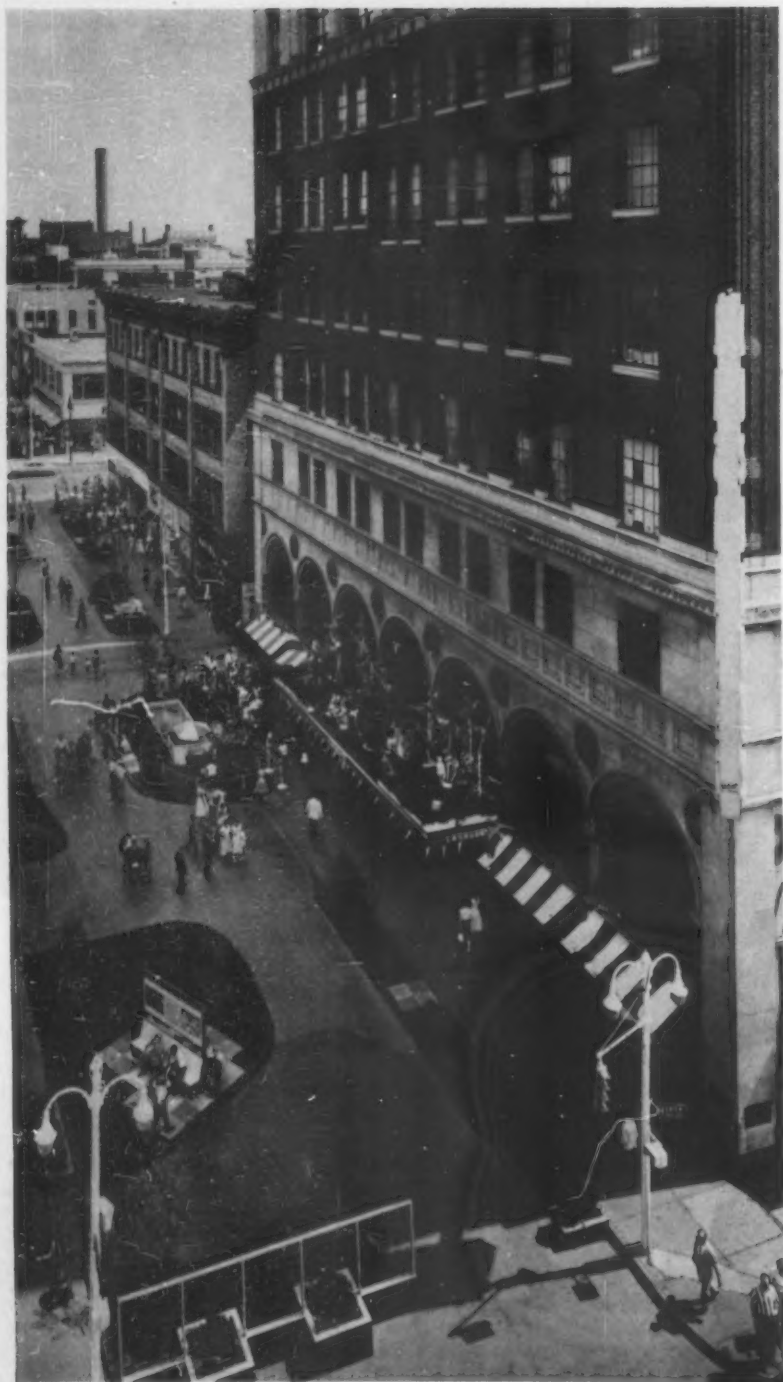


CAN DOWNTOWN BE SAVED? II

About this series: Unless you're doing business in a completely rural area, you have a vital stake in what happens to "downtown." If your store is located in the heart of town, the future of downtown may be critical to your business life. And even if you're on the edge of town or in a shopping center, what happens downtown can have a vital effect on your business. That's why EM Week's Jim

Cassidy has spent weeks developing this series of articles which explains just what's being done to "save" downtown. Last week he explained just why downtown is a problem and how Kalamazoo, Mich., has attacked the situation. Next week he tells what's been done in Detroit—and explains how you can get started on a program to save downtown in your own area.

In Toledo, Blight Triggered an Experiment with Malls



Toledo solution to mall dilemma: try them. Temporary park and campus design for 45 days gave two two-block

downtown areas the relaxed look of competing suburban shopping centers; paved way for permanent mall plan.

Blight got Toledo's pedestrian mall started, if only for a 45-day trial period.

And Lawrence F. Murray, director of planning for Toledo-Lucas County Plan Commission, makes it quite clear that the blight started "before the four outlying shopping centers" came into the picture.

Murray has two studies to help his analysis of blight. One covers six years; the other ten years.

His "Retail Sales Trend" shows downtown Toledo sales down 2.5% from 1948 to 1954 ("and this was a period of inflation so that the actual downtrend is worse") while the central business districts of 45 comparable cities were up 1.6%. Further, while the greater Toledo Metropolitan area in the same period was up 17.2% in retail sales, 45 others were up 32.2%. Toledo was not growing as fast as other communities were.

Downtown's share of the total metropolitan area sales went down from 1948 to 1954 from 34% to 28%. And from another view, in ten years, downtown's assessed valuation increased only 2.1% compared with greater Toledo's increase of 49.1%. Public transit riders dropped 50% in ten years. Persons entering downtown Toledo dropped 23%. Use of cars was up, but half the people in them go all the way through.

Toledo, a city of over 300,000, is situated on the western point of Lake Erie 60 miles south of Detroit and 100 west of Cleveland and is pitching itself to the world as a port with access to the St. Lawrence Seaway. As a city, Toledo became sufficiently aware of its blight to form, in 1951, an Urban Area Master Plan, but it had no Master Downtown Plan until a specific committee was formed under architect John N. Richards, who is also president of the American Institute of Architects. In nine months of weekly meetings with downtown businessmen and the County Plan Commission, the Toledo plan for the future was drafted—and it included pedestrian malls. For 18 more months local architectural firms worked drafting the final plans which culminated in a \$4,600 67-sq.-ft. model of downtown.

On June 17 of this year, a special

meeting on downtown problems decided "it was high time everyone paid a little attention to downtown" and this triggered a pedestrian mall crash program. The Downtown Toledo Associates went to the City Council for an appropriation of \$15,000 and got it. "Here," says Phillip J. Zeller, Jr., executive director of DTA, "for the first time in Toledo was a unique example of city-county-businessman cooperation, which incidentally, I believe has now set a pattern (and) will lead to other community development projects similar to the malls."

How \$15,000 paid for \$50,000 of materials, talent and labor in converting four blocks of downtown into temporary malls is a further concrete example of community spirit. Everyone from the nursery-men's association to the Toledo Zoo contributed time and talent and materials on loan or below cost and from 6 pm on a Friday till 9 am on Monday, August 3, the conversion was accomplished.

The Toledo malls were experimental. They were tried to see how they'd work, to see how people and merchants would react to them and to get some community promotion for the greater more expensive and farther reaching Downtown Master and Urban Master Plans. Incidentally, the malls—whose penguins "escaped" from their pool—beat Kalamazoo by two weeks and picked up front page space all over the nation and the world for Port Toledo.

Why was it done as a test? For several reasons. One being that if they were to be extended for winter use they'd have cost more because of winterizing construction. Secondly, it is undetermined yet in Toledo who will pay the \$300,000 cost of doing permanent malls. Third, if malls become permanent in one area, other areas of Toledo will want them and there is no program yet for extending the mall concept throughout other sections of the downtown area.

Were the malls a success? Again sales volume figures on such a short experiment would prove little. However, Zeller reports that two weeks after the opening a survey by DTA showed that 70% of those doing business on the

mall wanted malls continued and 53% of those not on the mall wanted them continued. Also the Toledo Council voted to continue the experiment through November 15, at which time the experiment was discontinued.

In support of the malls, it was also pointed out that women were seen shopping in Bermuda shorts. It is pointed out that this is an indication that "this is the kind of atmosphere Downtown needs to encourage . . . it represents part of the success of suburban shopping centers. We must impress our customers to feel free to come as they are."

It has also been pointed out that people working in and around the mall love it, are relaxed. Their pace and the pace of the shoppers is relaxed. The Toledo Health Commissioner points out that garden and campus feeling of the malls work as a tranquilizer, that there's less noise and less noise is a "big mental health factor." Zeller says that the Commissioner is really saying "that we are bringing the color and imagination of suburbia back to Downtown . . ."

The experiment did turn up some concrete problems. Bus loading—because of parking in bus zones—was confused. Deliveries to stores

on the malls was bad "but not a major problem." Questionnaires which praised the mall also pointed out that there would have to be more and more low cost peripheral parking around and near the malls. "Toledo once and for all has appointed a consulting firm to determine the off-street parking requirements," Zeller responds to this complaint.

There seems to be no question in Toledo that permanent malls will come and that they'll be paid for by the merchants on the mall and by the city on a front-footage basis with no charge to those property owners whose places of business are

not on the mall.

Again it should be pointed out that the malls and the Downtown Plan are only parts of the total Urban Plan which contains long-range provision for freeways to take the through traffic out of downtown and around it, to make access to downtown easy, to make parking plentiful and close to malls, to clear out blight by demolition and reconstruction.

In the meantime, some cities have used temporary malls as a direct tie-in with a specific promotional activity to build downtown traffic. That's what happened with Alexandria, as outlined below.



Historic Alexandria, Va., made immediate hay of its Main St. mall test. Trial was peg for 10-day super shot in arm for late summer downtown sales lag.

In Alexandria, A Mall Sets the Stage for Razzle Dazzle

Pedestrian malls figure in the long-range Urban Renewal Plan for Alexandria, Va., too. But the town fathers and the merchants added a twist that was surprisingly lacking in the opening at Kalamazoo and the trial at Toledo.

They used their mall trial to spark a ten-day wing-ding promotion to remind area shoppers in August of 1958 and again in 1959 that downtown still has that old value vitality—Confederate style, suh.

Eight blocks of main street (King

Street) were closed off to traffic and were converted into a mall that was more like a carnival midway. A big central stage and bandstand was built. Boat and car dealers displayed and sold merchandise on the street itself. The services, big companies, civic and fraternal organizations, clubs, were invited to take space for their traveling exhibits and big institutional displays. Part of the mall was allotted for amusement park type rides for the kiddies. A long string of events was planned and well publicized, in-

cluding parades, beauty contests. The merchants concentrated their advertising in huge special sections of the local newspaper and one big cohesive gimmick wrapped up the ten-day push.

The Retail Merchants Promotion Committee contracted for printing of \$6 million in Confederate (facsimile) money in \$10 denominations. For every dollar spent with any of 160 participating downtown merchants during the "Alexandria Days" promotion, customers received \$10 bogus money. Everyday

at 3 pm at the huge central stage an auction was held. Customers bid for prizes donated by the merchants and paid bogus money for offerings ranging from console TVs (\$40,000 bid) and top-of-the-line ranges (\$30,000) through small appliances and housewares to toys.

While merchants were increasing business from 30 to 50% over the ten days of the previous year—the city planners were watching reactions and studying the problem that mall type arrangement of
(Continued on page 44)

CAN DOWNTOWN BE SAVED? CONTINUED

downtown was creating.

Again it was "creeping blight" which goaded the city government to Urban Renewal planning. Blight can be critical when your city is 200 years old.

"Alexandria started out as a port city on the Potomac five miles south of Washington D. C. Originally it clustered around wharves at the east end of King Street. As the town grew King Street worked west and intersected Route 1 which cut north-south through its outskirts. Eventually King Street extended well beyond and the center of business shifted to the intersection. Currently strip development continues out the west end of King and the west end shows signs of

commercial blight . . . Sales are down and comparatively little is being done by the merchants to correct the decay that has set in. Used car lots are taking over the properties as they continue to decrease in value," says Report No. One of the City Planning Department dated September 1956. And streets paralleling the old end of King are suffering slum residential blight. Demolition is recommended in the eventual permanent mall area for 120 substandard and obsolete residential structures, 60 commercial structures and four municipal buildings none of which "can be economically rehabilitated or converted." The value of all that property is estimated at \$6 million

but its resale value has slipped to an estimated \$2 million.

Alexandria covers 15 sq. mi. and has a population of 85,000 people. Its 16,000 families have an average income of \$6,200 but are being steadily wooed away by heavy downtown D. C. promotion and promotion by enormous shopping centers which cater to families in the booming suburbs pushing farther into Virginia counties surrounding D. C.

In pitching Urban Renewal to the Mayor and City Council, City Manager E. G. Heatwole underscores some typical details:

• **The Federal Government through its Federal Urban Renewal Program will help local communi-**

ties execute local Urban Renewal Plans financially. "In one procedure, for every 1/3 supplied by the local community the Federal Government will pay 2/3 of the net loss." And both business and residential properties may be included.

• **Alexandria must attract people downtown, must compete with outlying shopping centers.** "The City must be concerned when its major source of tax revenue (downtown) shows evidence of not meeting its previous payments (empty stores on King Street are on the increase). As these revenues decline, then property owners throughout the entire community must assume the tax revenue loss from the central business district, or accept a lower standard of municipal service."

• **There are six elements in Alexandria's plan:** Housing, Business, Industry, Parking, Municipal Use and Traffic Movement.

Under "Business:" Alexandria's mall area is discussed. It would not be a strip mall development but a total mall area two blocks deep by three blocks long in the heart of downtown.

Under "Parking:" "One of the severe handicaps being experienced now is the inability of the shopper to come into the downtown area and find parking space reasonably close to the shops in which the goods desired are located . . . This proposal anticipates not only street-level parking but also levels of two and three stories high."

Under "Traffic Movement:" "The new plan for malls and greenways separates the traffic from shoppers and pedestrians . . . The commercial district is served by a one-way traffic perimeter circulating around the center with direct connections to the four regional highways serving the area . . . While the traffic pattern is not compulsory for the success of the project, it nevertheless is a feature of the mall shopping district. The inability to drive into and within the central business is a deterrent to shopping. The motorist who is a prospective shopper must feel there is no difficult problem in traffic manipulation."

Incidentally the 10-day "Alexandria Days" promotion cost the Downtown Merchants' Promotion Committee \$11,000 which they gathered from 160 members starting with \$500 from the bank and working down by volume.

The money, to dress up a seven block mall and keep it active for ten days was spent as follows:

- \$1600 for promotor, publicity, auctioneers, and administrative expenses.
- 1500 in spot advertising (28 ten-second shots on TV; 500 on eight radio stations).
- 1100 for announcement ads in 10 weeklies and two dailies.
- 1200 for night guards and special police.
- 950 for shuttle bus service to remote parking lots.
- 450 for seven block PA system rental.
- 600 for window and street banners.
- 300 for 10,000 balloons.
- 300 for sign and art work.
- 250 photo coverage.
- 150 prizes for beauty queen.
- 100 for Confederate money.
- 2500 layaway for Xmas promotion of downtown.

\$11000 total

(Part 2 of a 3 part series)



Daily auction from stage on 8-block test mall was key gimmick in "Alexandria Days." Shoppers bid on donated goods with bogus bills like woman is earning at Todd's appliance dept. below: \$10 bogus for each dollar of purchase.



Young Chicago loves to buy..



Your prime prospects for appliances are the young householders with growing families to bring up.

In Chicago and suburbs the Sun-Times reaches more young men and women up to 35 than any other Chicago newspaper.*

Your advertising—in full color or black and white—is sure to reach these “biggest buyers” when you run in the Sun-Times.

..the Chicago Sun-Times

*Source: Publication Research Service Study No. 5



Name:

Automatic Baby Food Warmer—warms food *and* keeps it warm all through feeding!

Ready to go home:

With enthusiastic mothers and grandmothers!

Vital Statistics:

- ☆ Fixes baby's meals *faster, easier*.
- ☆ Food can't overheat—always warmed just right.
- ☆ New sealed-in warmth keeps baby's dinner warm to the last spoonful.
- ☆ Completely safe: uses no hot water, cord disconnects before feeding.
- ☆ Goes into dishpan or dishwasher for washing.
- ☆ Can't tip or spill—suction bottom.
- ☆ Smart new shape—all foods in easy reach; each section holds up to a jar of baby food.
- ☆ Pink or Blue, attractively decorated.
- ☆ Handsome pack—Baby Food Warmer.

Introduced:

In GOOD HOUSEKEEPING, PARENTS',
MY BABY and YOUR BABY
—and widely announced with *Publicity*.

A BOON TO MOTHERS AND BABIES...
A GREAT NEW PROFIT ITEM FOR YOU!

General Electric Company, Bridgeport 2, Connecticut

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Good Housekeeping has the Service, the Seal and the Sell!

MOST SERVICE EDITORIAL PAGES

Good Housekeeping devotes more magazine pages to service than all other women's service magazines... gives its 12,350,000 readers more of the facts that make them buy!

GOOD HOUSEKEEPING	556 pages
Magazine B	244.9 pages
Magazine C	406.2 pages

Source: Lloyd H. Hall Co., January/September, 1959

MOST MAJOR APPLIANCE ADVERTISING PAGES

Manufacturers run more major appliance advertising pages in Good Housekeeping than in all other women's service magazines... more than Good Housekeeping's two nearest competitors combined!

GOOD HOUSEKEEPING	62.64 pages
Magazine B	30.88 pages
Magazine C	23.54 pages

Source: PIB, January/August, 1959

STRONGEST RETAIL PROMOTIONS

Retailers tie in strongly with Good Housekeeping promotions because they know the selling strength of the Good Housekeeping Guaranty Seal. This Seal influences the buying decisions of 40,930,000 women.*

*Crossley, S-D Surveys, Inc.

Total Retail Advertising Tie-in

(All daily newspapers in all U. S. cities of 100,000 or more.)

GOOD HOUSEKEEPING	6,501,047 lines
Magazine B	72,881 lines
Magazine C	138,447 lines

Source: Advertising Checking Bureau, Inc., January/August, 1959



Shorten the time...
reduce the cost of marketing...with

Good Housekeeping

MAGAZINE AND INSTITUTE

**CHECK THESE OUTSTANDING
KITCHENAID PORTABLE
DISHWASHER FEATURES**

Service for ten and more	★
No hand-rinsing	★
Revolving power wash and double rinses	★
Self-cleaning dual strainers	★
Sanitized hot-air drying	★
Dual fill-drain connector	★
Exclusive start control	★
No installation or plumbing expense	★
Guide bar for easy movability	★
Toe space all around	★
Rolls easily—over carpets, too	★
Sectional top racks	★
Cool, quiet operation	★
Costs less to operate	★

**with KitchenAid
dishwashers
you sell the same
top-performance features
...portable...or built-in!**

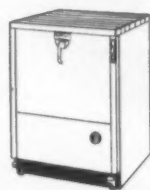


KitchenAid KD-2P, top-loading portable

KITCHENAID PORTABLE GIVES DEALERS A PLUS SALES POTENTIAL

Anyone can enjoy the freedom from dishwashing drudgery that automatically goes with owning a KitchenAid dishwasher. Up until now it was not practical for the non-owning homemaker to have an automatic dishwasher because of installation expense. Now it is not only practical; it is economical. With KitchenAid's full line there is a KitchenAid for every kitchen, either portable or built-in. Permanent installation is not needed with the portable...and it goes with the family when they move.

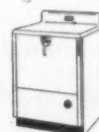
See your KitchenAid distributor for a complete package of advertising, promotion and display material.



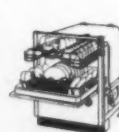
Convertible-portable

KitchenAid KD-52P, front-loading convertible-portable—for your customers who plan to build or remodel but don't want to wait until then for a KitchenAid. Today it's a smooth-rolling portable with hard maple cutting top. It hooks up in seconds...can be converted any time for permanent installation.

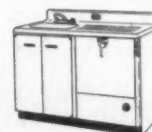
Whether permanently installed or portable, every KitchenAid dishwasher has the same superior qualities. An unmatched record of customer satisfaction has truly made KitchenAid—the dealer's dishwasher. The Hobart Manufacturing Company, KitchenAid Home Dishwasher Division, Dept. KEM, Troy, Ohio.



Free-standing



Built-in



Dishwasher-sink



Counter-height

KitchenAid®

the dealer's dishwasher

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

Fly with Fedders

Meticulous advance work, tight company control and personalized service make this firm's incentive trips successful . . .

The Pan Am clipper skimmed the Pacific, taxied to a halt before the customs entrance at Aeropuerto Acapulco, and disgorged its 80-odd Fedders passengers into 78-degree, mid-morning, mid-August, Mexican heat.

Seconds later a fleet of 20 cabs screamed down the highway to the airport. Out piled laughing passengers, laden with silver, wicker baskets and leather goods. In piled the newcomers. The former shuffled through the customs building. The latter shot off on the 15-mile ride along the Costera Aleman, to eight luxurious days at Acapulco's Hotel Caleta.

In less than an hour two contingents of Fedders dealers had exchanged places, one an outgoing flight to Richmond, the other the fifth incoming flight from New York City.

For the 11 weeks between September 14 and November 24, some 43 similar chartered flights left 26 different American cities. They ferried 4,000 guests to Acapulco, another 600 to Rome.

Save for minor exceptions, each turnaround at the Acapulco airport went off with the same precision. It bespoke mastery of dealer trip logistics. It reflected experience gleaned over a period of nine years—the time Fedders had used the incentive trip 1) to reward dealers' past efforts and 2) to revive their spirits and prepare for next season's sell.

How does Fedders pull off the en masse trip?

Essentially by coordinating the spadework of advance men and of executive personnel at Fedders home office. And the company keeps a tight rein on everything, from start to finish.

Actually Fedders trips break down into three well defined and extremely vital phases.

Phase I—site exploration and contracting—starts a year in advance of any trip. Then U. V. Muscio, executive vice-president, does the preliminary scouting of a likely vacation spot. He must find off-season accommodations for 4,000 guests. He must work out the myriad details which will be incorporated in the final contract.

This preliminary phase may stretch over a period of six months or more. During that time other Fedders executives, including Salvatore Giordano, president, and Victor F. Melin, v-p and treasurer, may revisit the site to tackle any thorny problems.

Six weeks prior to a trip, Phase II ushers in a rush of activity for Fedders.

This is a period when distributors are winding up a season and computing trips earned. At Fedders, Ed Becker's sales department oversees these final lists and the assignment to planes. Other details—advance notification on inoculations, visas, passports, and/or tourist cards; tickets and luggage tags; individual

vacation booklets and tour tickets—are expedited by efficient home office staffs.

Throughout, the factory retains total control. Fedders is always the host; never turns the control or planning of a package trip over to a travel agency.

This total control is amply in evidence during Phase III—the trip itself. Each planeload has a Fedders coordinator aboard. At each turnaround—disgorging of one group and emplaning of another—two or three Fedders men smooth the transition. At the vacation spot, a representative from Fedders' finance department coordinates activity. He makes the on-the-spot disbursement of funds, and irons out any problems that bob up. Also on hand are sales personnel from the factory, who play host to dealers from their respective departments.

Advance planning and action iron out the bugs months ahead of time.

Acapulco had its share. For one thing, customs and immigration stops would normally be made in Mexico City. For another, Pan Am had no permission to fly directly to Acapulco. Unless both these critical problems were solved, the Fedders trip for '59 could not have been to Acapulco.

Efforts by Pan Am and Fedders officials, and a special appeal by Daniel Sanchez, president of the Hotel Caleta, to the president of Mexico, broke through red tape. Acapulco was opened to Pan Am for direct flights. Three customs and immigration men were assigned from Mexico City to expedite procedures for the duration of the Fedders trip.

As a result, inspection procedure which might otherwise take up to 15 minutes per person were whittled to half an hour for groups of up to 80 persons. Such things as tourist cards, normally made out at customs and immigration, were merely signed. Later Juanita Villareal, manager of the Hotel Caleta travel bureau, had her staff complete the remainder of the card for each Fedders guest.

Through this same travel bureau manager, Fedders worked out its major 'ours for the week. Here again it had to unravel a snag in its use of a fishing fleet. The local union insisted on rotating all harbor captains. Fedders had to be sure the boats were properly equipped and wanted four which met inspection. The firm finally compromised by taking eight, four in the a.m., four in the p.m.

Normally Fedders carries its own Stateside entertainment. In Mexico

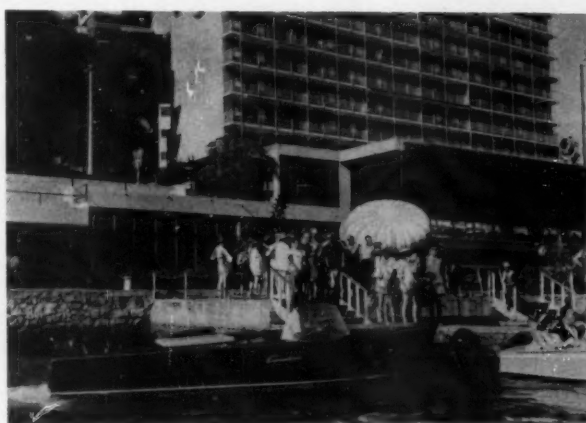
these entertainers would have required a Mexican license and a manager. It would have taken a one-third bite out of their salary. So this year Fedders had to book acts out of Mexico City.

Already Muscio is scouting for next year's trip.

He's looking into Spain and Portugal as first-step stops. He's looking further to Israel and the Holy Lands for the step-up hop. But Arab security may make it tough for Israel visitors to make excursions into neighboring territory of historical and religious significance. So there are still major details to be ironed out before Israel can become a final destination for appliance dealers from the U. S.

However, regardless of what exotic place is picked, Fedders recognizes that the incentive trip has been developed into its most significant sales weapon. It will therefore continue to give it the Fedders touch. And this means making service to its dealers paramount at all times.

In running its trips in this way, Fedders has built an "esprit de corps" among diverse groups of retailers whose only common interests are selling Fedders products—and in meeting each year at some exotic Fedders vacation spot.



INDIVIDUAL TOURS came off with precision at appointed hours. All dealers had to do was sign up. Group is leaving on boat ride to a jungle village.



ALL ARRIVALS were photographed, singly and as groups, as a publicity service for dealers who want local newspaper coverage.



DISTRIBUTOR PERSONNEL frequently pitch in to keep things running smoothly: l. to r., Irving Pernick, V-P Service, Ray Kiernan, general sales manager, Louis Lidsky, president, and Tom Merker, sales order manager, all of L & P Electric, New York distributor.



EACH SMALL CRISIS is met on the spot. Standing, Gus Keen, Fedders credit manager and on-the-spot coordinator, huddles with, l. to r., Jerry Lansky, director of public relations, Harlan Grosshans, manager export sales, and Bob Moore, New York district.



LAST YEAR LONG, TALL JOHN SHERRER . . .

Sold 900 Appliances In A Town Of 350

THE TOWN was Plantersville, Alabama.

SHERRER DID IT by drawing city-folk from all over the state with his folksy promotions.

HERE'S HIS STORY.



He wears overalls six-and-a-half days a week...

... shucking them only for church on Sunday morning. And they aren't just plain ordinary overalls—they're giant-sized to fit Sherrer's 6-foot 7½-inch, 245-pound frame.

Of course, it takes more than a pair of overalls—no matter how big they are—to sell 900 appliances in a town of 350 persons. But the gimmick helps to draw city folk all the way from Birmingham and Mobile—over 150 miles—to the Sherrer Mercantile Co.

He'll take anything on a trade . . .

... even a truckload of watermelons or a mule. And it's doubtful whether he's ever lost money on one of the deals.

In his 20-odd years of business, Sherrer has sold around 16,000 appliances. He vows one reason for his success is his reputation for speedy service. (He has two servicemen and a \$6,000 parts stock.)

Another reason: He sells practically everything—barbed wire, rocking chairs, diapers, plow points, you-name-it. Sherrer estimates his stock around 3,200 items.

He lets folks fill up their new freezers . . .

... with home-grown vegetables from his 12-acre garden. The promotion worked to the tune of 210 freezers this year. He had as many as 80 pickers at one time. And there's no telling about next year—he's going to expand his plot to 20 acres.



He has to talk people into using electricity...

... as well as buying appliances. Things aren't so bad now, though, as they were when he first started out 20 years ago. Sherrer remembers those days with a chuckle: "Folks just didn't realize how convenient and how practical things like electric stoves and refrigerators were because they weren't used to them. What I'd do was something like this: I'd load up a couple of refrigerators and a stove or so in my truck, and I'd start out early in the morning. I'd drive up to a house and I'd talk awhile and then I'd say it looked kinda like rain and I didn't want to get my stuff wet. Then I'd ask if I could leave a stove or refrigerator in the house so it wouldn't get wet. Of

course they could use the appliance until I found time to run back out and pick it up.

"Maybe it would be a week or ten days before I found time to go back. By that time they would have discovered that they really needed whatever I had left. Not every time, of course, but I sold lots of appliances that way. Why I have had as many as 38 majors scattered around the countryside like that at one time."

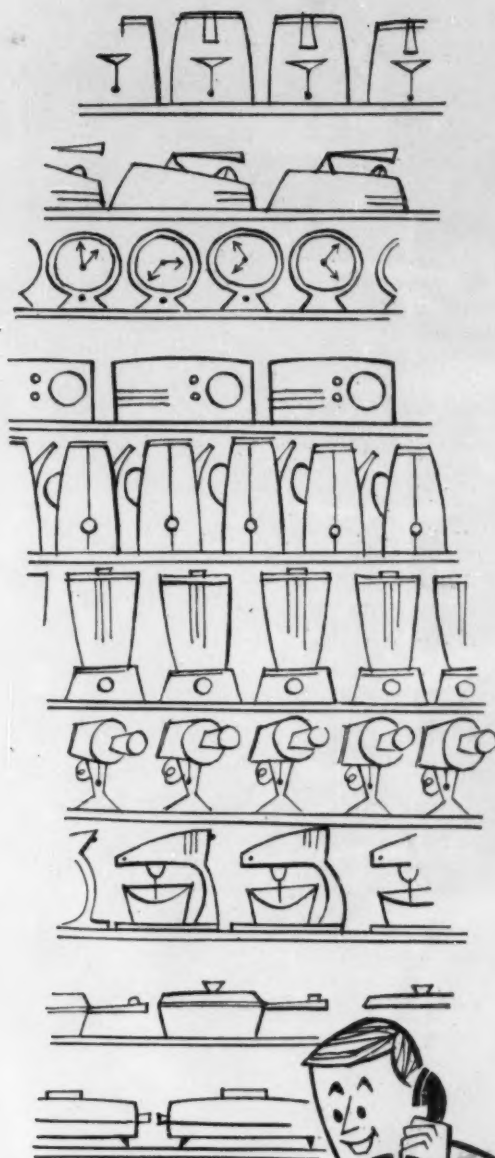
Of course, Sherrer doesn't have to depend on a gimmick—or rain—to sell majors today.



He does all of his own radio spots . . .

... right down to the sound effects—babies crying, train whistles and even crows. These spots—4,000 a year—are Sherrer's only form of advertising. But his booming voice carries tales of bargains at the "city store in the country" all over Central Alabama. It's a tossup whether people come to Plantersville to see Sherrer himself or his bargains. Either way, most of them would probably agree it's worth making the long trip.

**FOR A
MILLION DOLLAR
WAREHOUSE
OF MOST WANTED
APPLIANCES**



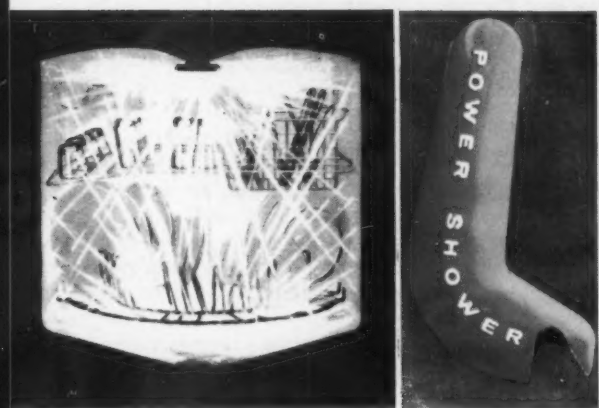
GraybaR



GRAYBAR ELECTRIC COMPANY, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. • OFFICES IN OVER 130 PRINCIPAL CITIES

TH
M
le

This is the brand new General Electric Mobile Maid®... the first dishwasher that lets you demonstrate how it washes!



With exclusive new Power Shower under the lid, General Electric has built the world's most efficient dishwasher... positively the greatest boon to dishwashing since paper plates. And now by using the plastic "demonstrator" top, you can actually show your customers what's going on (or what's coming off) inside!

For the first time a dishwasher that washes from the bottom up *and* from the top down. Only the new General Electric Mobile Maid with Power Shower washes two ways... so there'll be no two ways about the results.

While water circulates from the bottom up, Power Shower swirls hot water over every surface from the top down. This exclusive top and bottom washing action prevents food washed off one dish from sticking to another.

For the first time you can show how a dishwasher works... give convincing first-hand evidence of Mobile Maid's incomparable washing power. General Electric's new plastic "demonstrator" top fits right on the Mobile Maid, replacing the regular top.

It's a cinch to set the sale in motion. Because no matter what you might say about the new General Electric Mobile Maid, *seeing is believing!*

For the first time a portable dishwasher with three wash-

ing cycles. One gentle cycle safely washes fine china and crystal. A vigorous cycle scrubs heavily soiled utensils, pots and pans. Still another cycle scrubs a mixed load of daily dishes.

And the new General Electric Mobile Maid has Flush-away Drain—the remarkable feature that eliminates hand rinsing and scraping.

No fooling, here's the dishwasher that can make this a vintage year for dishwasher sales. You've got the product... a unique way of demonstrating it... a backlog of eager prospects... and an advertising campaign in the *Saturday Evening Post* and *LIFE* twice as big as any we've ever run. Full pages in four colors yet!

Better order your "demonstrator" top from your distributor fast... and better get a bunch of new Custom 3-Cycle Mobile Maids to go with it! General Electric Company, Louisville 1, Kentucky.

GENERAL  ELECTRIC

hot tip for cold weather... SELL COMFORT at a PROFIT

UNIVERSAL with *Electresteen* PORTABLE AUTOMATIC STEAM RADIATOR

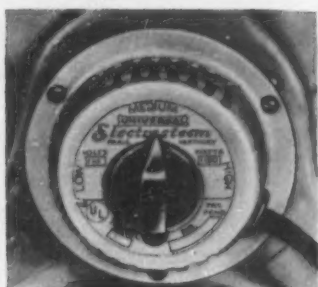


WITH MANY NEW FEATURES!

It's new, it's better, it's even faster selling! The new Universal-Electresteen plugs in like a lamp—and is just as safe! Thrifty, too, costing only pennies a day.

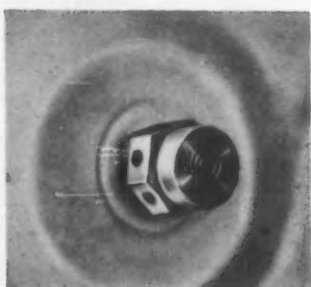
This portable electric steam radiator belongs wherever *extra* comfort is needed in the form of clean, dependable, uniform heat. Has dozens of applications. Ideal for homes (from attic to cellar), motels, summer camps, farm buildings, offices, garages, industrial plants.

For profits, too, Universal-Electresteen is designed right, built right, and priced right! Heat up the next cold season with sales. Order enough today.



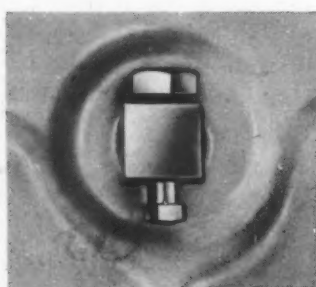
BUILT-IN THERMOSTAT

Rugged and accurate. Makes the new Universal-Electresteen Radiator complete in itself.



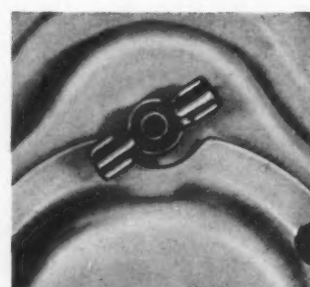
NEW EASY FILL DEVICE

Redesigned to provide closer, more effective control. Result is efficient, balanced heat.



NEW DESIGN AIR VALVE

Really new—and conveniently placed where it belongs—close to the top of the radiator.



WATER LEVEL INDICATOR

Finger operated (no wrench required). Provides user with positive water level indication.

- New tubular type heating unit. Stainless steel. Heats faster — lasts longer.
- New handsome oven-baked enamel comes in three smart colors — green, walnut and gray.
- No fumes, no open elements, no piping, no noise.

- New steel shell is made of the highest grade cold-rolled steel. Treated against rust and charged with rust inhibitor. Transfers heat four times faster than old-fashioned cast iron.
- No attention required after initial filling except water level check every 200 heating hours.

ELECTRIC STEAM RADIATOR CORP.

Paris, Kentucky • Subsidiary of Landers, Frary & Clark

WAITING TO BE SOLD: A Billion Dollar Market

Down on the farm are 2.9 million families who say they're interested in buying appliances; here's how you can cash in on the market among co-op customers.

Old timers in the rural electrical game used to feel it in their bones—but now they're positive:

There's a billion-dollar market for appliances among the consumers of electricity produced by rural co-operatives. These associations are scattered throughout the sparsely populated areas of America.

The National Rural Electric Co-operative Assn., aided by its nearly 200 member electrical systems, has completed the first nationwide survey of member-families. Among its findings:

—Saturation of some appliances is surprising, but the potential market is great, too.

—Interested in buying major appliances alone (electric ranges, refrigerators, freezers, washing machines, dryers and dishwashers), are 2.9 million member-families.

—The potential market represented by the table at right exceeds a billion dollars for 1960.

—More than 20% of the members included in the table at right said they "definitely" would buy various appliances next year. More than 45% said they "possibly" would make the purchase in which they expressed interest. NRECA figures were based on a totaled household membership of 4.2 million.

Why is the rural market so big? Partly because it has been forgotten. But it's not because the cooperatives haven't promoted the use of electricity aggressively.

Because the rural electrification movement is young (it's celebrating its 25th anniversary next year) the average rural consumer has had electricity for only about 11 years. And so he has had to build his stable of electrical appliances in a relatively short time. The result is that he hasn't yet caught up with his city cousins in the number of different appliances he owns.

Dealers, distributors and manufacturers seeking to exploit the potential in rural areas served by cooperatives will get substantial co-operation from the NRECA.

The association is readying a nationwide promotion through its members to boost the sale of appliances. Naturally, the electrical producers will profit from increased load and a better load factor.

State organizations of rural electrical cooperatives have been notified of an extensive promotional campaign with these highlights.

—Share arrangements between

BECAUSE SATURATION IS SO LOW . . .

Number of Rural Electric Consumers Owning Selected Appliances As Percent of Total Rural Electric Cooperative Member Consumers, 1959.*

Source: National Rural Electric Co-operative Association. *Based on a total household membership of 4,200,000.

APPLIANCE	OWNED	PERCENT
Electric Range	1,900,000	45.3
Electric Refrigerator	3,780,000	90.1
Electric Freezer	2,030,000	48.4
Electric Water Heater	1,680,000	40.0
Electric Washing Machine	3,530,000	84.1
a) automatic	990,000	23.5
b) wringer type	2,540,000	60.6
Electric Dryer	480,000	11.5
Electric Dish Washer	200,000	4.7
Air Conditioning	440,000	10.4
a) one or more rooms	300,000	7.0
b) whole house	140,000	3.4
Electric Heating	390,000	9.3
a) one or more rooms	260,000	6.2
b) whole house	130,000	3.1
Electric Vacuum Cleaner	2,460,000	58.6
Electric Sewing Machine	1,830,000	43.5
Electric Frypan	1,530,000	36.5
Electric Deep Fat Fryer, Saucepan or Dutch Oven	1,180,000	28.0
Television	3,260,000	77.5
Electric Mixer	2,650,000	63.0
Electric Toaster	2,590,000	61.7
Electric Blanket	910,000	21.6
Electric Coffee Maker	2,110,000	50.3
Electric Drill	1,520,000	36.2
Electric Saw	1,050,000	24.9

. . . FARMERS HAVE BIG BUYING PLANS

Number of Rural Electric Cooperative Members Who Expressed Various Degrees of Interest in Buying Appliances in 1960.

Note: Rounding of figures may cause components not to add up to totals. In addition, some persons indicated they would buy a washer, for example, but didn't know what type, automatic or wringer.

APPLIANCE	DON'T KNOW	POSSIBLY	DEFINITELY
Range	201,600	243,600	113,400
Refrigerator	79,800	121,800	100,800
Freezer	205,800	386,400	163,000
Water Heater	168,000	281,400	130,200
Washing Machine	130,200	226,800	121,800
automatic	79,800	130,200	84,000
wringer type	37,800	63,000	37,800
Dryer	205,800	247,800	126,000
Dish Washer	138,600	84,000	33,600
Air Conditioning	109,200	231,000	71,400
one or more rooms	84,000	197,000	50,400
whole house	8,400	33,600	12,600
Heating	109,200	130,200	46,200
one or more rooms	92,400	84,000	25,200
whole house	8,400	50,400	21,000
Vacuum Cleaner	113,400	197,400	84,000
Sewing Machine	134,400	218,400	58,800
Frypan	184,800	289,800	79,800
Deep Fat Fryer, Saucepan or Dutch Oven	226,800	180,600	46,200
Television	121,800	256,200	67,200
Mixer	92,400	189,000	54,600
Toaster	96,600	138,600	63,000
Blanket	214,200	205,800	79,800
Coffee Maker	126,000	159,600	42,000
Drill	172,200	184,800	29,400
Saw	172,200	155,400	37,800

dealers and rural electric systems to provide free installation of major appliances bought next year.

—Heavy stress on the health advantages of installing full running water systems (powered by electricity) on farms.

—Use of "Silver Jubilee Coins" to be sent rural electric members by the power cooperatives and used as cash in purchasing electrical appliances. The system will redeem the coins from dealers for cash.

Newspaper supplements will be designed to tie in with the silver coin promotion.

—Promotion of appliance sales through an installment plan billed monthly on the electric bill. NRECA believes that "load growth alone will pay for the cost and effort of a financing program."

—Promotion aids from the rural electric systems also will push sales of air conditioning and electric heating and laundry equipment.

Rural electrical cooperatives have been both chided as "socialistic" and praised for their contributions to the well-being of the people. Their tax exemptions and the preference they receive in the allocation of publicly owned power have been major objects of attack.

But no matter what your politics, it's obvious the families they serve have emerged from the ice box and coal stove era. They're waiting to be sold.

In the New York market appliance independents still lead in sales

In the sale of eleven major appliances, neighborhood dealers are ahead of all other outlets by wide margins.

Source: Profile of the Millions—2nd Edition, a massive study of the New York City and suburban markets. Ownership, place and time of purchase of eleven appliances and automatic home heating are reported. Call any News office for a presentation.

The independent appliance dealer is still the fair haired boy in the New York market. His accessibility, responsibility, convenient service and credit make him the major merchandiser for the area.

However, discount houses, department stores, appliance chains, and house-to-house salesmen also account for a sizeable volume of appliance sales.

With so many, and such diverse outlets, The News is the indispensable medium in New York. No other is big enough, strong enough, to get brand recognition at the local dealer's, to lure tens of thousands of women to midtown stores or outlying shopping centers, or to get enough reception for your salesmen.

The News has not only quantity but quality—more high incomes, families with children, home owners, suburbanites, can offer so many quality prospects. And because The News is read every day, it affords you the greatest assurance that your advertising will be seen, read, and given the opportunity to sell.

Any News office can give you the whole story.

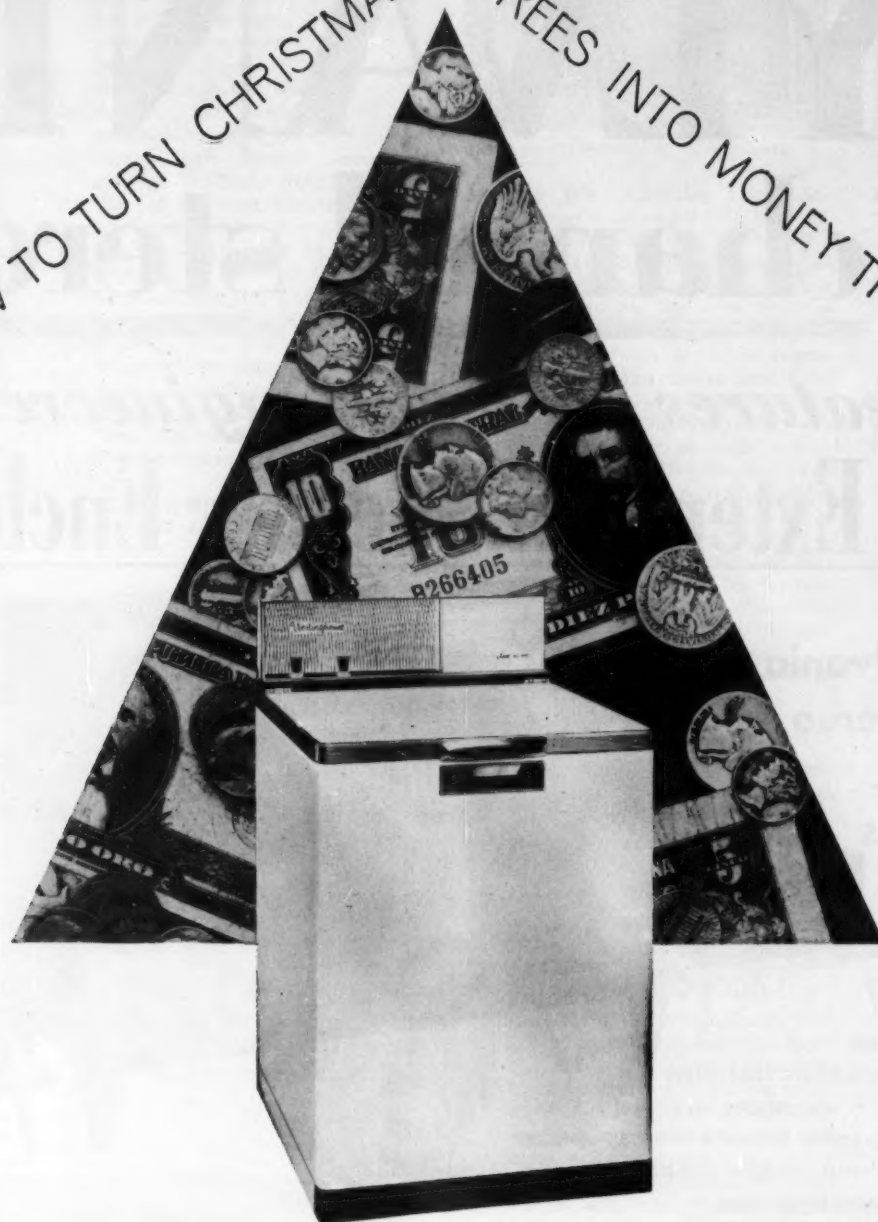


THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

HOW TO TURN CHRISTMAS TREES INTO MONEY TREES...



SELL EVERY SANTA IN TOWN A 1960 WESTINGHOUSE **ROLL ABOUT** DISHWASHER

THE SEASON'S RIGHT! 30% of year's portable dishwashers are sold in November and December.

THE STYLE'S RIGHT . . . Sells on Sight! Only portable with "Choose-N-Change" Micarta tops in choice of 5 colors.

IT'S "FEATURED" RIGHT! Only Westinghouse has the Hot Water Booster that guarantees 140° hot water, and . . . as every woman knows . . . "The Hotter the Water the Cleaner the Dishes!"

PURCHASE PLAN'S RIGHT!

Promotional models . . . priced to pull prospects into your store . . . to let you step prospects up to the de luxe Imperial ROLL ABOUT.

Full profit margins . . . on all models.

"Hawaiian Holiday" for dealers . . . buy one to fifty 1960 ROLL ABOUTS and take trip to Hawaii.

YOU CAN BE SURE...IF IT'S **Westinghouse**
WATCH WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS—CBS-TV FRIDAYS

WESTINGHOUSE SUPPORTS YOUR CHRISTMAS PUSH!

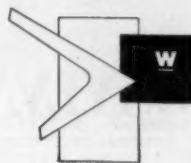
Network TV Demonstrations on "Desilu Playhouse" . . . November 13 and December 4 . . . Lucy helps you *move* the ROLL ABOUT.

Full page, four color magazine advertising in *Better Homes & Gardens* and *Sunset*.

Cooperative Advertising tie-in to give you the local impact you want.

Free Washing Action Display with purchase of three 1960 ROLL ABOUTS.

GET SET TO CASH IN! CONTACT YOUR WESTINGHOUSE MAJOR APPLIANCE DISTRIBUTOR TODAY!



SELL WESTINGHOUSE BUILT-INS, TOO!



ROLL OUT model has *Hot Water Booster*. Crisp, clean styling, convenient Roll Out Porcelain Wash-Well, 8 Choose-N-Change custom front panels.

SYLVANIA

3 channel stereo

features precision-engineered

Stereo Extension Speaker Enclosures

built into Sylvania
3-channel stereo
high fidelity
phonographs



MODEL 45C16M—One of the feature models in a full line of full dimension, 3-channel stereo. Like all 1960 Sylvania stereo, the style accent is on the look and feel of fine furniture.

THE PULL-OUT SPEAKER enclosure is a Sylvania exclusive that offers the most practical solution to wide-stereo in a compact, self-contained unit. Each enclosure houses a two-way speaker system that delivers the entire middle- and high-frequency ranges for maximum stereo separation.

Full deep bass is provided from a dual 12"-speaker system enclosed in the basic unit.

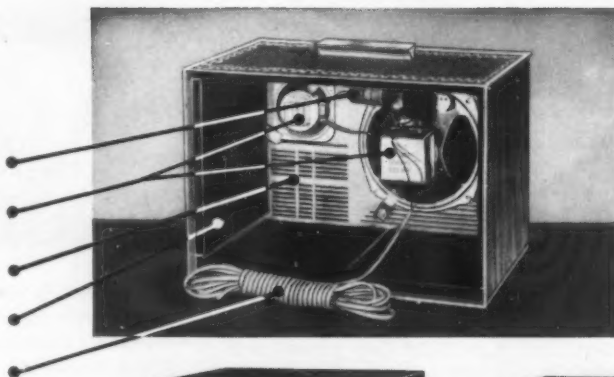
CROSSOVER NETWORK—Special capacitor built into speaker enclosure separates low, middle and high frequencies, channeling each to correct speaker for perfect reproduction.

HIGH AND LOW SPEAKERS—Enclosure is complete with heavy-duty 6-inch speaker for low- and mid-range reproduction, and 3-inch high frequency tweeter for higher range reproduction.

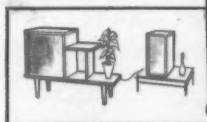
tone REFLEX PORT—Attunes high and low speakers to enclosure's acoustical qualities; assures full, undistorted tones; smooths total sound response at lower frequencies.

ACOUSTICAL PADDING—Sound-absorbent acoustical padding lines entire speaker enclosure, picks up and absorbs escaping speaker sounds, provides undistorted sound qualities, insures added depth and realism.

12' AUDIO EXTENSION CORD—Move and place lightweight speaker enclosure up to 12' to right and left of console for best stereo listening location, without disturbing room décor.



MODEL 45C14—A fresh, new approach in stereo that has modern eye appeal. Top-performing stereo—yet it's a compact record changer, dual matching speaker system, and an end table all rolled up in one. There's record storage space, too. Available in blonde, mahogany, or walnut-grained finishes.



SYLVANIA
Subsidiary of
GENERAL TELEPHONE & ELECTRONICS

G-E 1960 Air Conditioners Offer Wide Choice



G-E DELUXE THINLINE

A wide choice of 14 air conditioners is offered by General-Electric in its 1960 line. New models range from a very quiet unit which won't disturb a light sleeper using little current on 115-volts, to a 2-hp unit with 16,000 Btus.

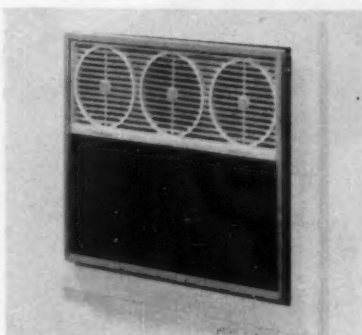
The 1960 line also includes a new 1½-hp All-Weather heat pump unit that cools in summer and heats in winter using reverse-cycle principle with resistance heat for colder-weather.

Model line-up includes 3 Deluxe models: one "whisper quiet" (from 6500 to 10,000 Btus) one Custom (8500 Btus) with modern design; 6-position performance selector; stale-air exhaust and automatic temperature control; two Supreme models (9500

and 11,000 Btus) combine big cooling and extra quiet operation (one for 115-volts, one for 230-volts); a Special low-cost model (8500 Btus on 230-volts) in low-silhouette case; two Super units (13,000 or 16,000 Btus) offer cooling for large or open areas with unusual heat loads.

Exclusive in the General-Electric air conditioner line are 2 Built-In models that feature decorator interior baffles designed for through-the-wall installation, and featuring plain vertical front panels which can be painted, papered, or covered with wood or other material to match or to harmonize with walls.

Completing the line are 3 All-Weather heat pump units: (8,000 Btus, 115-volts) and 2 other units with (10,000 and 12,000 Btus, 230-volts), suitable for enclosed porches and other hard-to-heat areas and in many climates adequate to entire heating job. General Electric Co., Louisville 1, Ky.

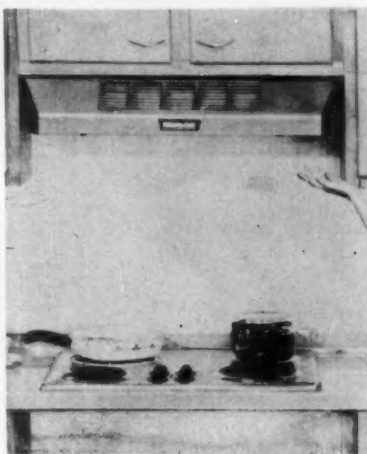


G-E SUPER THINLINE

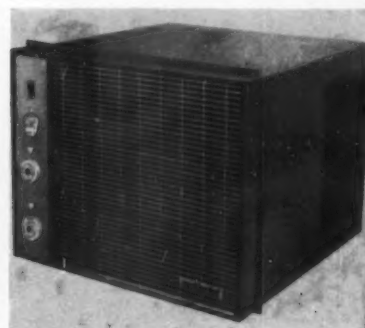
NAUTILUS No-Duct Hood

Major Industries announces a new Deluxe model P-1, Nautilus No-Duct range for the builder and mass consumer markets.

Heart of Deluxe model is lifetime aluminum mesh and heavy duty activated charcoal filters, same as early models; a self-contained unit, it can be installed over any kind of range, on any kind of wall—new or old homes, apartments. No ducts, vents or holes in wall required; quiet-operating fan pulls cooking odors and smoke through aluminum mesh grease filter; activated charcoal removes impurities; Deluxe model built-in light and pushbutton control for light and fan; available in 30-, 36-, 42-in. lengths in coppertone or silvertone finishes.



Major Industries Inc., 505 N. La-Salle St., Chicago 10, Ill.



NORTHWIND Electron-Air

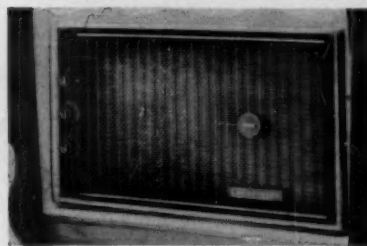
Electron-Air is a combination air conditioner and negative ion generator that cools as it purifies air; and produces enough negative ions to maintain natural balance with positive ions in air, for relief of respiratory condi-

tions, allergies, asthmatic discomforts.

Features include flush window mounting that extends into room 3 in.; single knob control changes air flow in any direction; veri-air speed control allows you to set air velocity anywhere between high and low; automatic signal light indicates when unit is in operation. Fresh air intake and stale air exhaust are other features. New high efficiency permanent type filter for maximum pollen and dust removal; baked-on gray-blue enamel finish; 1 hp; has 7,000 Btu capacity per hr.; removes 2.1 pt. of moisture per hour, 45 cfm fresh air; 60 cfm exhaust.

Price, \$299.95. The Emerson Electric Mfg. Co., 8100 Florissant Ave., St. Louis, Mo.

CHRYSLER AIRTEMP 1960 Air Conditioners



CHRYSLER "SLENDER" AIR CONDITIONER



CHRYSLER "POWER KING"

Airtemp Div., Chrysler Corp. announces a 29-model line of room air conditioners for 1960. In 4 series: Slender, Power King, Casement and Built-In, the line ranges from 1 to 2½ hp, with 6,000 to 22,500 Btus. capacity.

Slender series with 9 models covering 5 capacities ranges from 7,000 to 12,000 Btus; high-styled and compact (17¼-in. deep) they can be mounted flush on inside or outside; they are 16½-in. high and 27-in. wide for regular, double-hung windows; 2 models are 1½ hp, the balance 1 hp; 2 are reverse cycle units with 8,400 Btus for cooling and 7,900 for heating. Another has a heating element to raise Btus to 10,000. All Slender units have Climate Minder.

Power King's 8 models for top cooling application; 5 capacities: 11,000 to 22,500 Btus, 208- or 230-volts, 1, 2, or 2½ hp.

Casement series in 2 categories: Royal, in 6,000 and 7,700 Btus, 115-volts has automatic thermostat, 2-speed fan, fresh air and exhaust; 4-way directional control; plus a low-priced Casement model; all can be installed without modifying frames or removing glass.

Built-In 9 model in-the-wall series in 5 capacities: 7,000 to 12,000 for cooling and 7,900 heating in reverse cycle units; Climate Minder. Tone-on-tone color schemes; corrosion protection; low-speed motors for quiet operation. Airtemp Div., Chrysler Corp., 1600 Webster St., Dayton 4, Ohio.

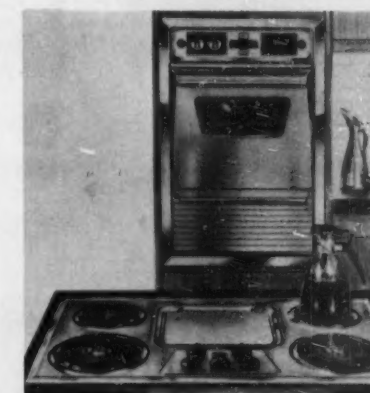


CHRYSLER "CASEMENT"

MODERN MAID Built-Ins

Modern Maid built-in ovens now available in a double-oven model, EA-82-PR, with automatic clock control for 18-in. top oven; an economy oven 16-in. wide, below, has same rod-type broil and bake units as upper oven; other features are Roastender that buzzes and cuts off oven at selected temperature; triple spit rotisserie; chrome door lining; interchangeable in same 24-in. oven cabinet with a Modern Maid gas oven.

"Super Thin" griddle, ET-36G-TE, surface unit is 3-in. deep; requires no cutout; 36-in. wide; 143 sq. in. griddle has built-in thermometer; griddle cover provides work surface when not in use; coppertone or chrome.



MODERN MAID DOUBLE OVEN EA-82-PR AND "SUPER THIN" GRIDDLE UNIT ET-36G-TE

Price, griddle unit, \$230. Modern Maid Tennessee Stove Works, Chattanooga 1, Tenn.



NORGE Washer-Dryer

The new Norge automatic gas combination washer-dryer, WD-700, features a self cleaner cycle that automatically rinses, aerates and flushes entire cylinder. Self-cleaning lint filter located at rear

center of cylinder never needs cleaning; lint is collected during drying cycle and washed down drain during next wash cycle. Washer control gives choice of 3 wash cycles: normal, gentle or wash'n wear; 3-way rinsing provides 5 separate rinses; water temperature selector provides wash'n wear, hot, warm or cold; wash'n wear has special combination of warm wash and cold rinse. Dryer control gives drying times from 10-to-115 min. for all fabrics with gentle, normal or wash'n wear cycles. "Circle of heat" gives a circular air flow pattern of uniform, controlled, heated air; illuminated control panel; running indicator lights show machine's progress. Norge Div., Borg-Warner Corp., Merchandise Mart, Chicago 54.

page ads in the nation's top magazines tell the story!

The New JERROLD TV-FM RECEPTOR* Ends Rabbit Ears!



the first
really small
really powerful
TV-FM antenna

*the new antenna that
hides while it works!*

Model TVR **\$5.95** List

- No gadget or unproven gimmick . . . it's guaranteed by Jerrold Electronics Corporation.
- No more rabbit ears cluttering up the top of the TV set!
- Even eliminates outside antennas in many areas!
- Easy to install, slides over line cord of TV or FM set!
- Push button tuning for best reception . . . set it and forget it!
- Absolutely safe . . . uses no electricity!
- Designed for VHF, UHF, Color and FM!
- Handsomely packaged in a self display unit. Priced to sell fast!

JERROLD

Contact your Jerrold Distributor or Write:

*Trade Mark

Patent Pending

ELECTRONICS CORPORATION Distributor Sales Division
Dept. PD183 The Jerrold Building • Philadelphia 32, Pa.
Jerrold Electronics (Canada) Limited

Export Representative: CBS International, New York 22, N. Y.



from **Hoffman** — the hottest
TV seller of the year

PAN-O-VISION 23

PLUS the most sensational
4th quarter promotion
in Hoffman history!



MEMBER OF A DIVISION OF
Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THEREIN

Hoffman Quality
has earned the
Good Housekeeping
Guaranty Seal.

HOFFMAN PAN-O-VISION • 23 has been leading the field ever since it hit the market. Sales started off with a bang and have been climbing ever since. PAN-O-VISION • 23 is just what the public has been waiting for—a completely new concept in viewing. The all-new 23" (diag. meas.) wide screen shows ALL the picture—from any angle—without distortion. Because there is no lens, reflections and glare are eliminated—dust can't gather.

PAN-O-VISION • 23 is a complete line! HOFFMAN foresaw the great public acceptance of the 23" screen and HOFFMAN was prepared for it. HOFFMAN gives you a full line of top quality 23s—everyone beautifully designed—every one *priced right* for fast sales and high profits.

4th QUARTER PROMOTION A PROVED SUCCESS! Last year HOFFMAN featured a Christmas promotion that was a rip-roaring success. It was the giant bear promotion, which dealers from coast to coast claimed was the hottest in their history. This year HOFFMAN repeats with the bear—but a BIGGER one and a BETTER one. The giant bear this year is a full forty inches high—a \$29.95 seller!

A SURE-FIRE SALES-GETTER FOR THE PRE-HOLIDAY SEASON! Jumbo post-cards, mailing pieces, signs and display pieces and newspaper ads will tell your community about the Big Bear promotion. And you can offer this big \$29.95 cuddly bear FREE to any of your customers who buy a HOFFMAN TV or Stereo set.

ADVERTISING GALORE TELLS THE WORLD ABOUT HOFFMAN! Full page ads in LIFE, LOOK, SATURDAY EVENING POST and GOOD HOUSEKEEPING are telling America about the great new HOFFMAN line. Newspapers, radio, TV and outdoor will send millions more to HOFFMAN dealers throughout the country to see the sensational 1960 HOFFMAN.

HOFFMAN OFFERS NEW PROFIT MARGIN, TOO. The new profit margin is as sensational as the HOFFMAN line itself. It's designed to make every sale count more, put additional dollars in your pocket.

TAKE ADVANTAGE OF THIS GREAT THREE-WAY COMBINATION! The hottest TV and Stereo on the market today—a PROVED Christmas promotion—a profit margin that makes more money for YOU... all this is yours from HOFFMAN!

GET YOUR ORDERS IN NOW! The public knows Hoffman. The public wants Hoffman. Be sure they buy their new Hoffman from YOU!

Call your Hoffman distributor today. Or write Hoffman Electronics Corporation, 6200 South Avalon Boulevard, Los Angeles, California.

World's Finest Quality TV and Stereo.
Hoffman

A. LOUIS SOZIO
SOZIO REFRIGERATION CO.
Revere, Mass.



TAKE IT FROM ME...

*"Misfit parts can ruin
a reputation for
good appliance service!"*

QUALIFIED TECHNICIANS ARE MADE—NOT BORN!



In Frigidaire Training Programs, at General Motors Training Centers and District Offices across the country, improved customer relations is the underlying goal of every instructor. When every one of your men is properly trained, qualified to do the job right the first time, you are well on your way to the kind of customer loyalty that can only pay off in sales and profits.

Plan your training for growth! Call or write your Factory Branch or Distributor Office listed on next page.

"Sure, we have been tempted by some of the so-called bargains offered by off-brand parts outfits. But, take it from me, you don't build a good service reputation with customer complaints, and there's no profit in time wasted adapting misfit parts... or in unnecessary call-backs. *Customer loyalty to us depends upon our loyalty to customers*—so when we make a promise, we keep it! The Frigidaire District Parts Office, backing up our own Parts Department with over 31,000 factory-engineered replacement parts and accessories, makes it easy for us to keep promises. Customers know we have the necessary parts or can get them quickly! And they know we take pride in doing the job right on the first call! Does it pay off? In just five years, we've built an eighteen-man organization with nine service trucks—plus one delivery truck—all equipped with two-way radio to speed low cost, factory-trained service to more people! And—we're enlarging our facilities for the fourth time!"

A. Louis Sozio

SOZIO REFRIGERATION CO.
Revere, Massachusetts

FRIGIDAIRE goes all the way

TO BUILD YOUR SALES THROUGH SERVICE LEADERSHIP!



FRANTZ Cleaner

Upright cleaner weighs 6 lbs.; carries like broom; hangs on closet hook; 14,000 rpm sealed motor; converts to hand cleaner—no hose or wands, throw-away bags; cleans rugs, bare floors, drapes, stairways.

Accessories include rug and floor nozzle with built-in swivel, removable floating brush, nylon rollers for hard floors; removable for change of tools, hi-impact plastic; air circulating fan; dust bags have built-in dust traps, easily attached and removed; 3 extra cleaning tools easily attached and removed.

Price, \$29.95. Frantz Electric Industries, Inc., 2775 S. Moreland Blvd. at Shaker Square, Cleveland 20, Ohio.



FRANTZ Portawasher

Weights about 9 lbs; 14-in. high; washes clothes anywhere—in kitchen or bathroom sink, large pail, plastic or wash tub etc.; has 4-lb. capacity, half the load of an automatic washer.

Provides 4-way wash action—agitation, aeration, tumbling, scrubbing; nylon scrubbers move 390 times a minute to scrub clothes; impeller rotates 1550 times per min. to agitate water; air is introduced to aerate water and increase sudsing; 1/20 hp G-E motor; body of hi-impact phenolic; operating cam hub and scrubbers of nylon.

Frantz Electric Industries, Inc., 2775 S. Moreland Blvd. at Shaker Square, Cleveland 20, Ohio.



O'KEEFE & MERRITT Gas Surface Unit

This new O'Keefe & Merritt gas-fired, built-in ceramic cooking top is similar to company's No. 342, and is designed for indoor use. It features a barbecue grill located beneath a king-size griddle. This new unit is designed not only for the homemaker, but also for

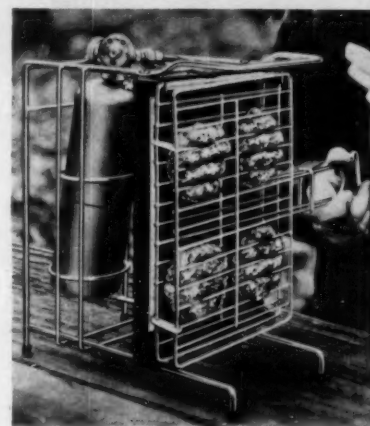
the man-of-the-house.

In addition to the full-size chrome charcoal-type Bar-B-Q grill, the unit also features 4 giant-size, super Speed Star Jet top burners, a polished aluminum griddle and a precision temperature control for one of the burners. Recessed controls, flameback control, and "S" shaped grill bars to collect excess fat drippings and carry them to a reservoir.

A triple rotisserie unit is available as optional accessory equipment for over-the-coals roasting. In conjunction with the deluxe O'Keefe built-in gas oven, this unit makes possible the preparation of meat, game, fish or poultry by 9 different cooking methods. O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles 23, Calif.

DEVCO Heater-Broiler

Devco, outdoor combination, portable, stove-vertical-broiler-and-radiant-heater is based on new principle of gas heating and cooking: Oxy-Catalyst burner produces flameless infra-red radiant heat, providing cooking effect comparable to charcoal or electric broilers; fueled by small disposable propane gas cylinder, it weighs 9 lbs. with fuel; size of large lunch pail, it is suitable for charcoal-less barbecues at beach, camps; develops as much as 9500 Btus heat; element corrugated flat wire-mesh screen 9x6-in. coated with chemical catalyst substance; used with screen horizontal for pan cooking; tilts on end for broiling.



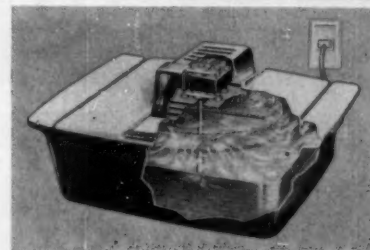
Price, \$21.95. Devonaire Products, Div. Oxy-Catalyst, Inc., Wayne, Penna.

HANKSCRAFT Humidifier

Hankscraft has announced the introduction of a new portable humidifier. The unit, No. 207, is designed to add moisture to an average-sized room. Firm's surveys show that there is need for such room humidification in most areas of the country since central systems are usually not able to provide added moisture in amounts sufficient for maximum comfort and health.

Made of break-resistant polypropylene, the unit weighs only 21 lbs. when filled. Reservoir holds 2 gallons of water and vaporizes at the rate of 1 pint per hour. The new humidifier can operate continuously without attention for a period of 16 hrs.

Employs a new method of vaporiza-



tion described as follows: water is forced through a fine mesh screen by high-speed centrifugal action, causing an invisible mist of cool vapor to permeate the room. Moisture is added to the room at a constant rate of speed; no controls are required to maintain this optimum rate of humidification.

Price, \$29.95. Hankscraft Co., Reedsburg, Wis.



REMOVING ENGINE FROM MOWER SHELL

ACCO Outboard Mower

A lawn mower and an outboard motor which can be run by means of a gasoline engine designed to fit either is announced by ACCO; easy to convert from mower to outboard, power for this "convertible" is furnished by a 2½ hp, 4-cycle, ACCO Dyna-Pak engine with a rated speed of 3600 rpm; new engine features a me-



ATTACHING OUTBOARD ASSEMBLY TO BOAT

chanical governor that replaced old-style vane-type governor; impulse-type starter for automatic starting; handle opens like a crank—only 3 or 4 turns of crank needed; when handle is closed engine starts without hesitation; entire rig is 43 in. high, propeller blade is 7-in. diam. American Chain & Cable Co., Inc., 929 Connecticut Ave., Bridgeport, 2, Conn.

TAKE IT FROM US...



but not as a gift!

The Award of Merit is an earned honor.

No promotional gimmick, the Frigidaire Award of Merit plaque is presented only to those Frigidaire Dealers who meet and maintain 8 standards of service excellence... a reward for loyalty to customers. For more details, and for factory-engineered parts, call or write:

FRIGIDAIRE SALES CORPORATION OFFICES

ATLANTA, GA.
2995 E. Ponce de Leon Ave., Decatur, Ga.
BALTIMORE-WASHINGTON
2315 Cecil Ave., Baltimore 18, Md.
BOSTON 15, MASS., 25 Blandford St.
BUFFALO 2, N. Y., 1018 Main St.
CHARLOTTE 1, N. C., P. O. Box 1192
CHICAGO 51, ILL., 1200 N. Homan Ave.
CLEVELAND 14, OHIO, 1729 E. 23rd St.
DAYTON 19, OHIO
P. O. Box 597, Far Hills Station
DENVER 4, COLO., 215 Wasee Market
DETROIT 28, MICH., 13940 Tireman Ave.
FORT WORTH 7, TEXAS, P. O. Box 9847
KANSAS CITY 16, MO.
1534 Burlington St., North Kansas City
LOS ANGELES 58, CALIF.
P. O. Box 58314, Vernon Branch
MINNEAPOLIS-ST. PAUL, MINN.
2331 University Ave., S. E.
Minneapolis 14, Minn.
NEW ORLEANS 19, LA., 4141 Bienville St.
NEW YORK 19, N. Y., 1775 Broadway
OAKLAND 8, CALIF., 12650 53rd St.
PHILADELPHIA 24, PA.
500 E. Hunting Park Ave.
PITTSBURGH 6, PA., 248-50 S. Euclid Ave.
PORTLAND 9, ORE., 1035 N. W. 14th Ave.
ST. LOUIS 8, MO., 482 N. Kingshighway Blvd.

FRIGIDAIRE DISTRIBUTORS

EL PASO, TEXAS
W. G. Wals Co., 500 San Francisco St.
HAGERSTOWN, MD.
Potomac Edison Co., 65 E. Washington St.
HOUSTON 2, TEXAS
Cox & Blackburn, Inc., 2301 Commerce Ave.
INDIANAPOLIS 2, IND.
Refrigerating Equipment Co.
900 N. Senate Ave.
LOUISVILLE 1, KY.
Smith Distributing Co., P. O. Box 1495
MEMPHIS 3, TENN.
McGregor's Inc., 1071 Union Ave.
MIAMI 36, FLA.
Domestic Refrigeration Co., Inc.
134 N. W. Third Ave.
OMAHA 8, NEB.
Major Appliances Co., 1101 Jackson St.
ROCHESTER 4, N. Y.
Chapin-Owen Co., Inc., 205 St. Paul St.
SALT LAKE CITY 11, UTAH
W. H. Bantz Co., P. O. Box 1350
SAN ANTONIO 6, TEXAS
Straus-Frank Co., P. O. Box 600
SIOUX CITY 2, IOWA
D. K. Baxter Co., P. O. Box 1707
SPOKANE 1, WASH.
Sunset Electric Co., North 703 Division St.
SYRACUSE 1, N. Y.
Onondaga Supply Co., Inc.
344 West Genesee St.
TAMPA 2, FLA.
Byars-Forgy, Inc., 105 Twigg St.
TORONTO, CANADA
Frigidaire Products of Canada, Ltd.
1901 Eglinton Avenue, E.
Scarborough, Ont., Can.



FRIGIDAIRE

Division of General Motors

Frigidaire Service Department, Dayton 1, Ohio

SETCHELL-CARLSON 1960 TV Sets



SETCHELL-CARLSON DELUXE CONSOLE 600C

Setchell-Carlson 1960 line of TV sets and stereo-hi-fi combinations features unit-sized plug-in unit system making 10 TV, AM and FM radio and hi-fi and stereo record player combinations possible from the basic unit-sized chassis.

Highlight of line is portable, weighing 31½ lbs., 8½ in. deep with built-in telescoping dipole antenna and new 110 deg. 17-in. picture tube. TV line is composed of 17-, 21-, 24-, and 27-in. sets featuring a.c. operation with shielded power transformer; cascode tuner; 3 stages IFkeyed AGC; picture-tube saver; 110 deg. tube in portables, 90 deg. short-neck tubes in table, lowboy, and console models; aluminum chassis with hand wired circuitry; filter-

ray removable tinted safety glass; table, lowboy and console models have variable tone control; African mahogany, walnut, fruitwood, cherry or limed oak wood, acoustically correct cabinetry.

Custom unit-sized sets are equipped with 10-in. woofer, 4-in. tweeter hi-fi speakers, push-pull audio output; potted and sealed vertical output, audio and filter choke transformers; they can be equipped with add-on, plug-in units to give over 10 TV, radio and record player Monophonic and Stereophonic combinations.

No. 21L 600 set, illustrated, with full stereo record and radio reproduction has 21CBP4A picture tube; 2 10-in. woofers and 2 4-in. tweeters; No. 159 chassis with added stereo amplifier K-unit, AM radio H-unit, FM radio J-unit and RC301 changer.

Prices, Portable, P-66, \$189; swivel base 17-in. console 1760, \$199.95; table/lowboy with optional legs, TL60, \$219; console 60C, \$259; 600C console, \$299; custom models from \$399 to \$512; No. 21L 600, \$595. Add on units and components from \$20 to \$78 for AM radio tuner, FM tuner, plug-in stereo audio and remote stereo speaker. **Setchell-Carlson Inc., New Brighton, St. Paul 12, Minn.**



SETCHELL-CARLSON 21L 600 LOWBOY CONSOLE

QUESTION:
for smaller
dealers

WHY IS IT IMPORTANT TO YOU THAT
PROCTOR IS THE RECOGNIZED
"SPECIALIST" IN TOP QUALITY
IRONS AND TOASTERS?

ANSWER:
for smaller
dealers

PROCTOR

as a "specialist"—with all the techniques
and facilities for low cost production—

IS THE ONLY FAMOUS BRAND
WITH A REAL PROFIT PROGRAM
EXCLUSIVELY FOR SMALLER DEALERS

Proctor keeps smaller dealers "competitive" even at today's discount prices!

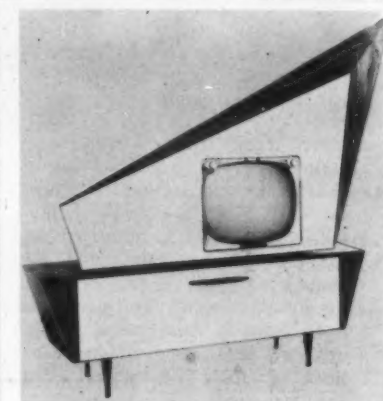


Guaranteed
5 years!

More small dealers, more large dealers,
more distributors, in every class of trade, are
buying and selling more Proctor products
then ever before... *with profit!* Remember, too,
that Proctor Irons and Toasters are the best

advertised in America. So — now's the time to get your share of
Proctor profits... *buy now for the peak selling season just ahead.*

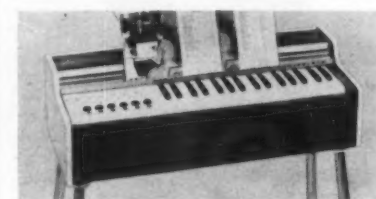
Call, write or wire collect to your PROCTOR distributor... or
Proctor Electric Co., 700 W. Tabor Rd., Phila. 20, Pa. • GL 5-8500



ARKAY Stereo

"Fantasia" stereo console features an entirely new concept in cabinetry and speaker enclosure design. Acoustically engineered, the console houses a complete hi-fi stereo system with Arkay ST-11 stereo AM-FM tuner; CS128 stereo amplifier and pre-amplifier; Arkay/Harting MS-5 stereo tape deck; a 21-in TV set.

Full range stereo speaker system concealed in wing section swivels in any direction for total stereo listening. Satin finish walnut cabinet; drop down door conceals equipment; comes in contrasting white with walnut handle and trim. Also available in other wood finishes, 72-in. high, 66-in. wide. **Arkay International, Inc., 88-06 Van Wyck Expressway, Richmond Hill 18, N. Y.**



HARMOCHORD REGENT NO. 512

HARMOCHORD Organ

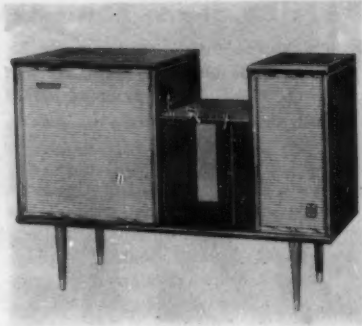
Regent, No. 512, 12-chord organ (6 major and 6 minor) has stainless-steel reeds; polished African striped mahogany cabinets; attachable legs \$9.95 extra.

Price, \$99.95, Musical Products Corp., St. Louis 8, Mo.

Telrex antenna, M2X-12, can be stacked for deep fringe reception; simple assembly; no tools, screws, nuts or bolts; 5 "Monarch" models \$13.50 to \$73. **Telrex Laboratories, Inc., Asbury Park, N. J.**



SYLVANIA STEREO HI-FI NO. 45C16



SYLVANIA MODULAR CONSOLE NO. 45C14

SYLVANIA Stereo-Hi-Fi: 3 Directional Sound

Twelve self-contained stereophonic phonos have been added to the 1960 Sylvania line, representing a wide range in furniture styling, featuring contemporary, modern, provincial, traditional and Early American cabinetry.

Three of the new consoles (45C16B custom modern, 45C16W custom contemporary and 45C16M custom provincial) feature 3-directional stereo sound with 6 speakers; 2 12-in. speakers in master unit provide "center" bass sound while detachable speaker compartments, each with one 6-in. mid-range and one 3-in. tweeter, provide sound for the "left" and "right" channels. Speaker enclosures can be played within master unit or moved 6 ft. away from master unit for full stereo effect; (extra speakers recess into unit when not in use); 40-watt dual amplifier. No. 45C16B, blonde oak; No. 45C16W, walnut; No. 45C16M, mahogany veneer.

Four of the new models (55C15M, 55C15B, 55C15F and 55C13) are

equipped with AM/FM tuners. Included in new lineup is a uniquely styled modular console with spacious record-album cabinet centered between master unit and stereo extension enclosure, which has a 15-ft. audio cord and can be moved for best listening.

Models introduced earlier this year and included in the 1960 line are No. 4706 custom, 3-dimensional stereo with an AM/FM simulcast tuner in blonde, mahogany or walnut veneers or ebony.

Four portable phonos: 45P07 and 45P08 manuals and 45P10 and 45P11 4-speed automatics round out the 1960 line. Top portable, 45P11 is a self-contained stereo with two 6-in. and two 2-in. speakers in 2 detachable enclosures; 2-tone luggage cases combine white with spice brown, gray, red or redwood; blue and ebony.

Prices, new 3-directional models, \$399.95 each; No. 45C14, \$249.95; other consoles to \$595; portables, \$29.95 to \$99.95. Sylvania Home Electronics Corp., Batavia, N. Y.

ANDREA TV Consoles

Andrea's "Nice" French Provincial TV console has a 23-in. Pan-O-Ramic picture tube with integrated safety glass that is permanently annealed to tube face, eliminating use of a separate safety glass; controls are mounted at top-front. Other features include large channel selector window; hi-fi picture and sound; hand-wired horizontal chassis; stereo-phono input jack; heavy-duty power transformer; built-in antenna; 3 front-mounted speakers; cross-over network; choice of 4 finishes. The "Westport" another 23-in. console has same features as the "Nice" in a modern lowboy console with sliding, full tambour doors in 6 finishes.



ANDREA "NICE" TV CONSOLE

Prices, "Nice," \$385, Danish flame; \$400, walnut, white or fruitwood. "The Westport," \$435, mahogany; \$445, blonde, fruitwood, ebony, white or walnut. Andrea Radio Corp., 2701 Bridge Plaza N., Long Island City, N. Y.



ZENITH Transistor Radio

Zenith announces the Royal 780 Navigator, 2-band, all-transistor portable providing long distance reception of standard broadcast as well as government-operated, long-wave weather-navigation stations and radio beacons; designed for fliers, boat owners, farmers, road builders; it can be used as a self-powered, standby navigational instrument in air-

craft and on the water.

Has tuned RF stage, 3-gang condenser; 4-in. Alnico 5-speaker and push-pull audio with 275 milliwatts undistorted output; an earphone attachment, miniature or standard, is available extra; vernier tuning, easy-to-read slide-rule dial scale; large control knobs; 2 built-in antennas, 1 for each wave band, and a NAV switch to eliminate automatic volume control; azimuth scale or direction finder also provided; 6 "C"-type flashlight batteries give up to 350-hrs. service. Top grain licorice black cowhide case and carrying handle; transistor radio set with batteries weighs 5 lbs. 1 oz.

Price, \$99.95 less batteries, Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39.

Rich, new styling increases sales appeal

of the **ONLY BUILT-IN**
ELECTRIC CAN OPENER

Trade-Wind
canoelectric



Outstanding in so many ways, the exclusive built-in Canoelectric by Trade-Wind gives the finest in convenience, speed and style.



Canoelectric mounts flush in the wall at the most convenient location in the kitchen.



A kitchen sales feature — permanently built-in as an integral part of the kitchen.



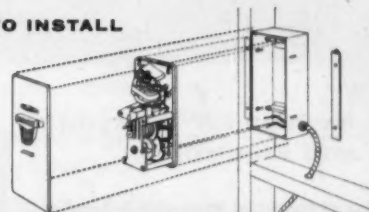
Now available in black trim set off by a gleaming stainless steel or rich antique copper face plate.



The only can opener that automatically pierces the can and delivers it to your waiting hand with just a push of the button.

Canoelectric opens every size and shape of can, smoothing the inner edge for safety. It's extra fast, too. Does the entire job in 4 seconds. This is another Trade-Wind Quality Product—fully guaranteed and designed for years of service.

SIMPLE TO INSTALL



You are paying for Trade-Wind quality... why not get it!

Trade-Wind Division
ROBBINS & MYERS, INC.

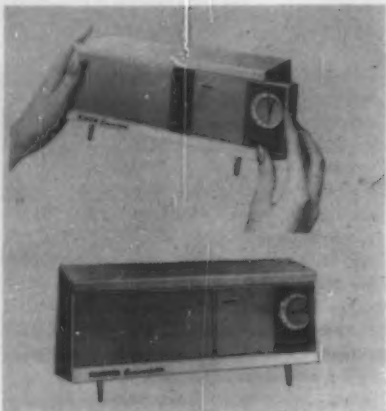
7755 PARAMOUNT PLACE, DEPT. EM PICO RIVERA, CALIFORNIA

COLUMBIA Transistor Convertible

Cordless table radio converts to pocket radio at flick of wrist; this 2-in-1 set, consists of 2 basic units: a compact pocket radio with single 9-volt battery and 6 transistors plus 2 diodes; table cabinet has 5-in. oval speaker.

As table radio, portable is slipped into larger unit, automatically activating larger speaker; no other connections needed; 10 1/4 x 4 1/4 x 3 1/4 in. overall; portable compact, 4 1/4 x 3 1/4 in.; 2-tone gray; polished chrome grille (No. 0610G) coral and gray with polished brass grille (No. 0610R).

Price, \$49.95. Columbia Phonographs Div., CBS Electronics, Columbia Broadcasting System, Inc., 405 Park Ave., New York 22, N. Y.

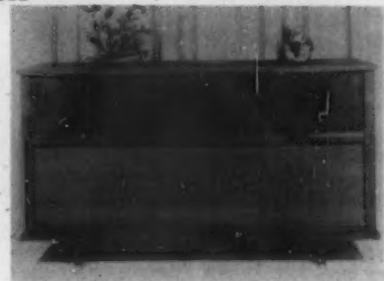


COLUMBIA TRANSISTOR CONVERTIBLE
NO. 0610G

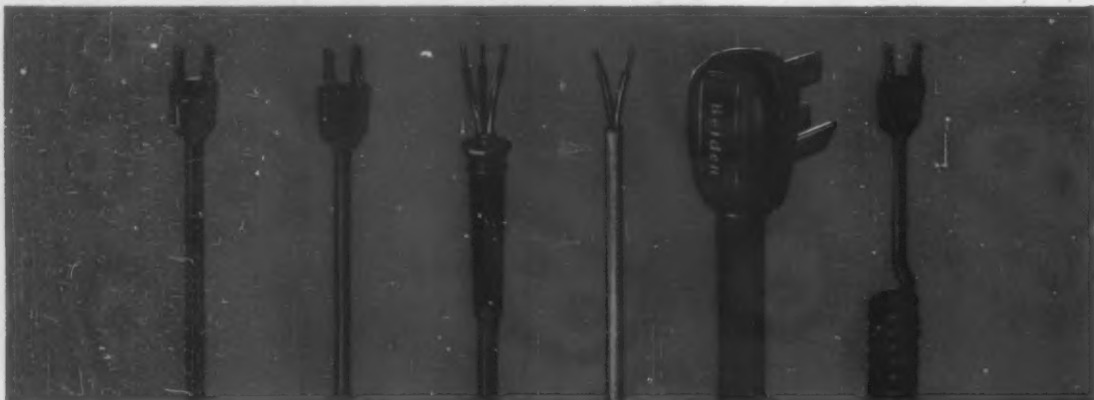
MATHES Stereo Music Center

A new stereo music center with 20-watt dual channel amplifier and 6 matched hi-fi speakers; AM/FM radio, stereo, and hi-fi record player, plus provision for multiplex stereo; encased in American oiled walnut custom cabinets designed to fit acoustics and fine furniture requirements; has Dual channel, 20-watt peak; AM plays through 6 speakers simultaneously; full band hi-fi has 6 speakers; provision for TV connection; record player reproduces dual channel stereo records in 3-dimensional sound; monaural hi-fi records in 10-watts single channel; 20-watts dual channel.

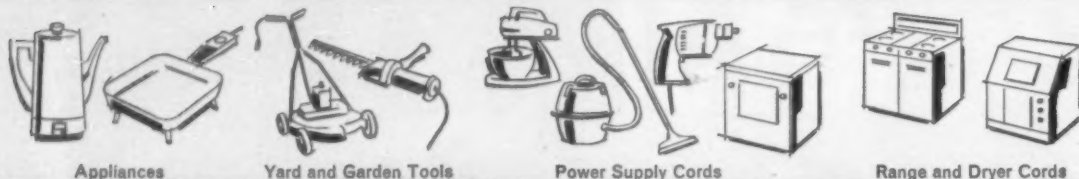
A dual loudness control arranged so amplifier channel may be controlled separately or both chan-



nels together to boost high and lows at low volume settings; 2 tone controls to increase or decrease bass and treble high and low tones; 4-speed stereo record changer plays stereo discs, 33's, 78's and 16-rpms; shuts off automatically. Curtis Mathes Mfg. Co., Dallas, Texas.



Complete Cords for All Electrical Equipment

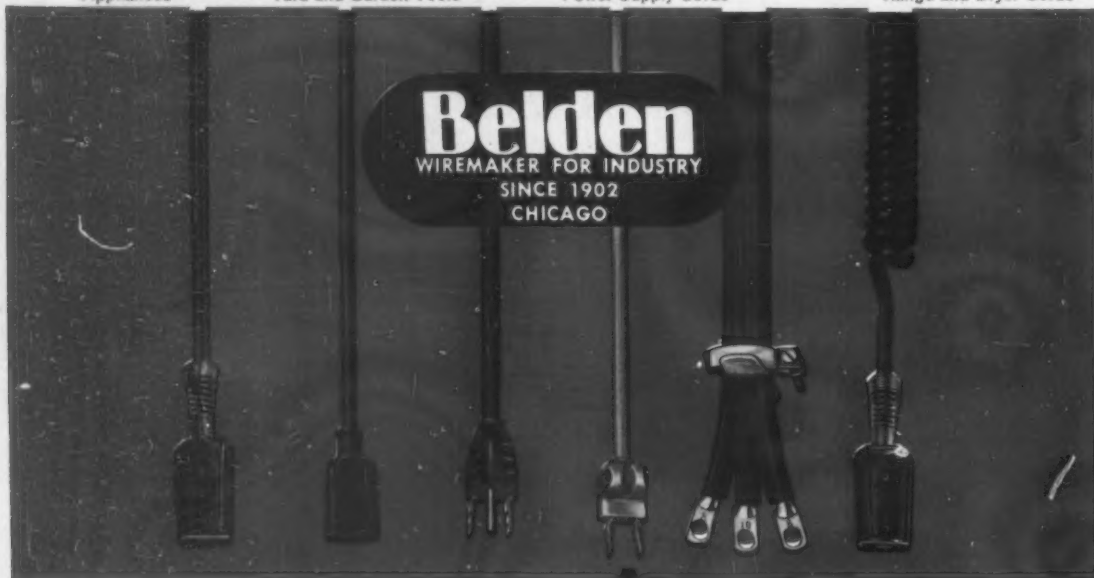


Appliances

Yard and Garden Tools

Power Supply Cords

Range and Dryer Cords



One Wire Source for Everything Electrical and Electronic

The Belden design of the 3-leaf Phosphor bronze contacts used in heater appliance plugs provides the best and longest lasting electrical and mechanical connections available.

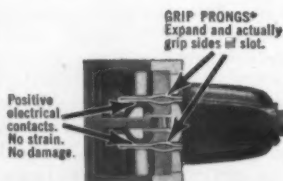
Belden cords are manufactured to UL specifications and bear the UL flag label with the SECC emblem.

BELDEN MANUFACTURING COMPANY
Chicago 80, Illinois

The Belden plug stays in the outlet

GRIP PRONGS®—give dependable service on all electrical equipment. Available on the better complete cords only.

- 1 Plug stays in—good contact even in worn outlets.
- 2 Maintains best possible electrical connection.
- 3 Prevents damage to the electrical contacts in receptacle.

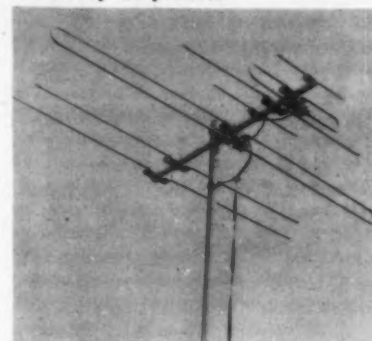


*Belden Grip Prongs—U.S. Patents: 2,493,707; 2,671,595. Canadian Patents: 492,585; 506,949

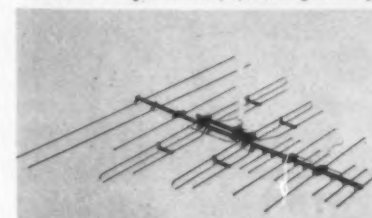
Magnet Wire • Lead Wire • Power Supply Cords • Cord Sets • Portable Cordage • Electronic Wire
Automotive Replacement Wire and Cable • Aircraft Wire • Electrical Household Replacement Cords

NEWS in TV Accessories

At Snyder Mfg. Co., Philadelphia, a new indoor TV antenna known as No. A.C. 600 which attaches to antenna terminals on rear of any set and plugs into a.c. or d.c. outlet is introduced. For use with black-and-white or color sets, also with AM and FM, it uses no current; features a by-pass capacitor; and comes in molded plastic high-impact case; packaged in Skin-Pax self-display pack. Price, \$4.95 with 9-ft. heavy duty cable.



Winegard has two new antennas: "Power Pix," an all-channel unit with improvements over standard conical yagis; full wave "hair-pin" driven element, gives full-power gain on all channels, and is equivalent to 2 half-wave elements horizontally stacked. Other features are "barrier-type" insulators with dual moisture barrier and a 3 1/2-in. leakage path for maximum signal transfer to line even in wet weather; made of special TMD polystyrene. Reflectors are mounted on newly designed support brackets with lock-tight hardware. Stacking 2 bays increases power gain 83% over single bay, the manufacturer says. Price, \$12.50 per bay.



Super Color 'Ceptor SCL-4, gold anodized antenna with fold-out driven element has been added to Winegard's all-channel yagi Color 'Ceptors bringing the series to a total of 3. SCL-4, a 14-element antenna has 2 driven elements factory assembled to antenna boom. Price, \$38.95. Other models, \$29.95 and \$44.90. Winegard Co., Burlington, Iowa.

PENTRON[®]

STEREO



Triumph
HIGH-FIDELITY
TAPE RECORDERS

SEEN... RECORDED... HEARD...

 **SOLD!**

KEY TRIUMPH FEATURES

- Exclusive 1 year warranty • Simple push-button operation • Plays 2 and 4 track tapes • Living Room styling • Built-in High Fidelity 3 speaker system • Just 18 easy-to-handle pounds • And professional electronic features.

TODAY! WRITE... WIRE... PHONE FOR FULL DETAILS... or NAME OF YOUR EXCLUSIVE DISTRIBUTOR.

Triumph, new for 1960, a masterpiece of electronic engineering. Sells on sight . . . on sound . . . a powerhouse new profitmaker from Pentron, America's oldest exclusive tape recorder manufacturer. And, isn't it reassuring to know that the Triumph is just one model in America's finest, most complete, stepped-up line of professional quality tape recorders, designed for volume sales.

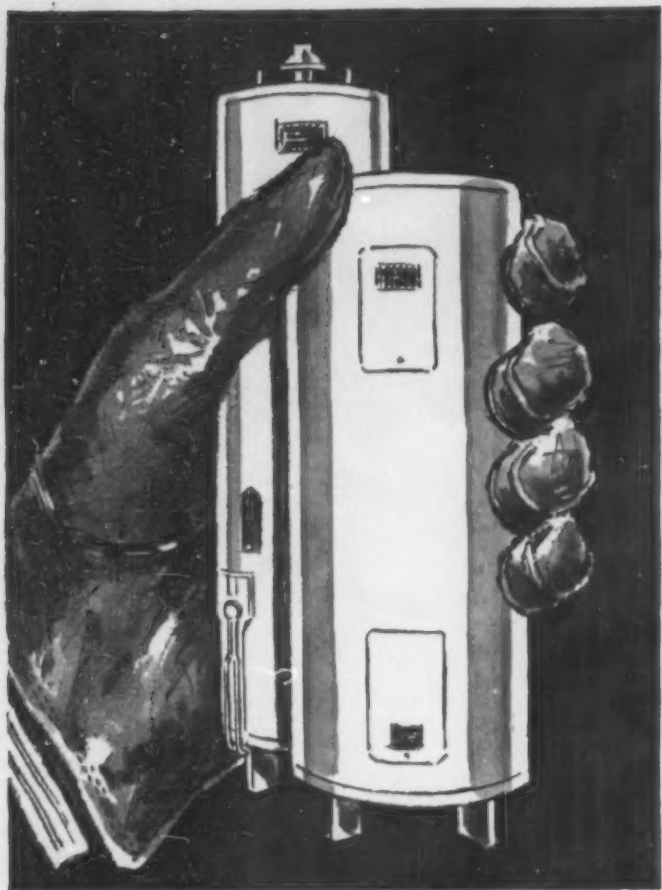
Merchandised for your protected profit through protected pricing.
Pentron Stereo and monophonic models from \$129.95 suggested retail.



Available...your complete Pentron
Demonstration—Sales department



CORPORATION • 777 S. TRIPP AVE. • CHICAGO 24, ILLINOIS



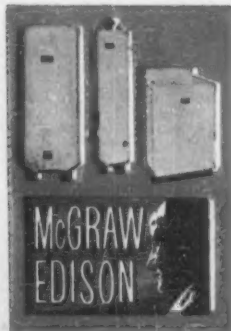
**Hand in glove
with bigger Profit**

TOASTMASTER

Automatic Water Heaters

Every water heater you sell signifies a substantial profit. Far greater, let's say, than you can get from a traffic appliance. Thus, it's just good business to promote and sell the big-ticket appliance that every home must have—a water heater.

Toastmaster® Water Heaters can fill the basic demands of customers in your trading area: first, a choice of gas or electric, either glass-lined or with galvanized tanks. Also, since your best market is replacement buying, customers are looking for *quality*, longer-lasting service; and they're willing to pay a little more for it. Sell the big water heater market with *quality*—sell Toastmaster Water Heaters!



McGraw-Edison Company

Clark Division, 5201 W. 65th St., Chicago 38, Illinois

®"Toastmaster" is a registered trademark of McGraw-Edison Company, Chicago. Copyright 1959 by McGraw-Edison Company.

Pacific Lighting Pumps Lot More Than Gas Into Southern California

Southern California's coffers are \$462 million fatter because of its utility company's expansions over the last 15 years.

And that's not all, according to Robert A. Hornby, Pacific Lighting president. In a recent speech he listed these company totals: annual payroll, about \$53.3 million; current yearly dividends to Southern California shareholders, \$4 million; and annual ad valorem taxes and franchise payments, \$22.7 million.

"That, from the Pacific Lighting system, is a healthy measure of yeast for the rise of Southern California economy," Hornby enthusiastically commented.

What's more, most of this money, Hornby pointed out, has come from the investing public outside the area. "It has been many years since California could finance the growth of the Pacific Lighting system—or for that matter the growth of any other large utility system in the state."

Pacific Lighting plant properties, Hornby reported, now stand at \$782 million. The company's three subsidiaries—Southern California and Southern Counties Gas companies and Pacific Lighting Gas Supply Co.—currently have more than 24,300 miles of pipeline which in the 12 months ended this Sept. 30, handled sales of 484 billion cubic feet of gas to 2.36 million customers.

By 1975, he said, the integrated system must be prepared to serve over 4.5 million meters, while plant properties will have passed the \$2

billion mark.

Pacific Lighting, according to one of its own surveys, has a pretty fair grasp on Southern California customers. Better than 99.5% of them use gas for home heating, 97% for water heating and 90% for cooking.

Hornby gently chided those "in the eastern investment fraternity who say the local gas companies' success in market saturation shows that they have approached the limits of their growth potential."

He ended by predicting increased competition from Canadian gas. "Not only the oil and gas companies but the government of Canada are anxious to sell gas and oil to this country and the U. S. west coast offers both a reachable and rapidly growing market." He added that 150 million cubic feet of Canadian-produced gas is scheduled to reach the Southern California market by 1964.

Central Power & Light will pay south Texans \$25 to buy a year-round window air conditioning unit from a participating dealer. The "customer - dividend" promotion, is scheduled to last through December.

San Diego Gas & Electric Co.—Max E. Nelson has been appointed employee relations manager of the company. In the newly created post, he will handle personnel relations formerly under the control of the industrial relations and personnel departments.

the NEW

YEATS "Shorty"
STATION WAGON & PANEL PICK-UP
appliance dolly



YEATS Model No. 5
Aluminum alloy
Height 47"
Weight 32 lbs.



Folding platform is 13 1/2" x 24 1/2"—attaches instantly. (Platform only) \$9.95.

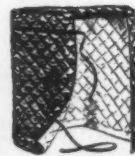
Only 47" tall, this new YEATS dolly is designed for TV and appliance men who make deliveries by station wagon or panel truck. No need to detach appliance for loading into the "wagon" or pick-up... the YEATS "Shorty" will slide into your vehicle with ease. Has aluminum alloy frame with padded felt front, quick fastening (30 second) strap ratchet, and endless, rubber belt step glide. New YEATS folding platform attachment, at left, saves back-breaking work handling TV chassis or table models. Call your YEATS dealer today!



YEATS "Everlast" COVERS & PADS

YEATS semi-fitted covers are made of tough water repellant fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write,

Range
Cover



Refrigerator Cover

SEND postcard for full information on our complete line TODAY!

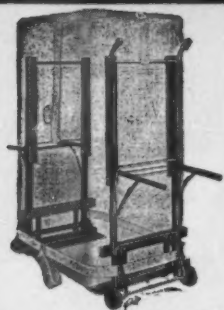
YEATS

appliance dolly

sales company

2127 N. 12th STREET MILWAUKEE 5, WISCONSIN

For extra large,
heavy cabinets



you need a Caster X-75
TWO-PIECE TRUCK
\$60.00 PER PAIR
including straps

These rugged all steel, heavily reinforced two-piece trucks are indispensable for handling tall cabinets that won't clear doorways when tipped. Ideal for the largest, heaviest freezers, ice cream cabinets, refrigerators, ranges, etc. One truck has ball bearing swivel casters to facilitate guiding and right angle turns. Except on stairs or when loading, one man can handle. Capacity 1500 lbs.

NO. 102 BALANCE TRUCKS
Lift and Carry the Load \$47.00

The load balances and rides on two wheels—the mover has only to push and guide. Write for circular on these and other trucks from \$35.00 up F.O.B. Findlay, Ohio.



SELF-LIFTING TRUCK CO.

425 North Main Street • Findlay, Ohio



TURN SERVICE CALLS
INTO SALES TOO
with

**Multitone
ADAPHONE**

Personal Listening Attachment

Every T.V. Owner a prospect

Adaphone is an essential for the hard of hearing. It's also a natural for late listeners, apartment dwellers, homes where split-shift problems arise and where sleeping children might be disturbed. Keep an Adaphone in your service kit, it hooks up in minutes—demonstrate it—sell it. Suggested List Price \$19.95.

Highest quality—Fully guaranteed

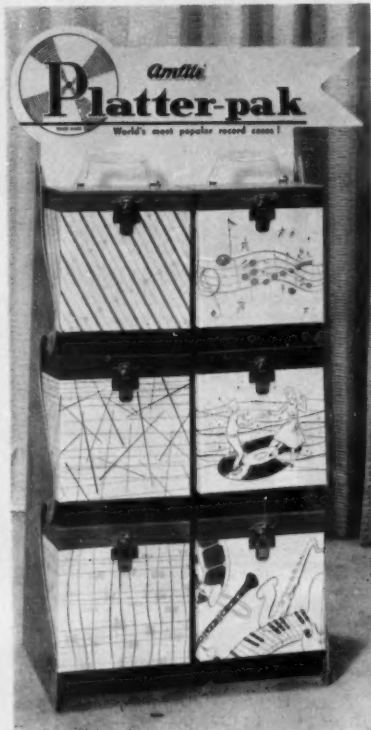
Get full information, mailers, and special price on demonstration sample from your jobber or write—

MULTITONE OF CANADA LTD.
24 MERTON STREET, TORONTO, ONT.

CAN YOU USE?

WHITEHALL KITCHENS has published bulletins on the details of the Whitehall dealer franchise program and a comparative cost analysis showing the price breakdown on a typical kitchen. Dealers interested in the quality, custom-built kitchens should write: Whitehall Kitchens, Ryder Place, East Rockaway, N. Y.

PENTRON CORP. has published a full-color catalog of its 1960 high-fidelity tape recorders. It can be obtained from distributors or from Pentron Corp., Dept. NR101, 777 S. Tripp Ave., Chicago 24.



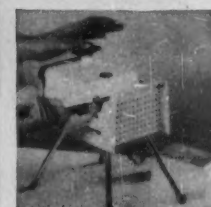
Designed to show six Amfile seven-inch phonograph record cases, this display case may be obtained from distributors without cost.

PHILCO'S NEW 1960 laundry parts and accessories catalog now is ready for servicemen and service dealers. It's a quick reference source of parts information in everyday service business. Details from local Philco distributors or from Philco Accessory Division, "C" and Westmoreland Sts., Philadelphia 34.

JENSEN INDUSTRIES of Forest Park, Ill., has published a 16-page phonograph cartridge catalog and stock control record. It has a silhouette of each of the 51 cartridges in the Jensen line to make identification of replacement cartridges easy.

HOTPOINT, a division of General Electric Co., has published a consumer booklet, "Your Next Kitchen-Laundry." The publication now is available on the retail level. Address: 5600 W. Taylor St., Chicago 4.

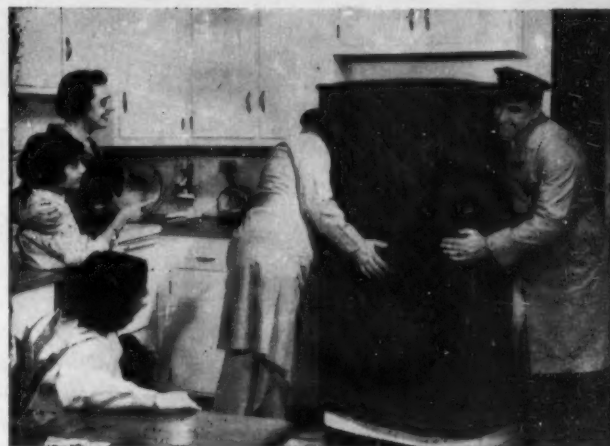
MOTOROLA'S X-11 transistor radio, carrying case, earphone and battery in a fold-open box which is its own display stand, has been made available by Motorola, Inc. Small radios sell better at Christmas time when packaged with accessories, the manufacturer says.



SWING-A-WAY AUTOMATIC-ELECTRIC

CAN OPENER and KNIFE SHARPENER starts at the touch of a finger, and turns itself off automatically when lid is cut out. Opens all standard cans... leaves a safe, smooth edge. Powerful, ceramic magnet picks up the cut-out lid. Full-size electric knife sharpener included. And it's portable. Handsome cabinet in choice of colors, with chrome and gold trim. \$27.95
SWING-A-WAY MANUFACTURING COMPANY • ST. LOUIS 16, MISSOURI

Good service makes good customers



You sold the appliance on your showroom floor, but when you deliver it, you're selling yourself. You want her to remember you with pleasure—how you protected her new appliance and woodwork against bumps or scratches.

The water-repellent canvas jackets and soft flannel linings of Webb Slingabouts® give her, and you, that protection. Webbing handholds help you maneuver appliances safely and smoothly into place.



SLINGABOUTS
For Radio, TV, Air Conditioners,
ask about Wrapabouts®

Webb Manufacturing Co.
2918A N. 4th St., Phila. 33, Pa.

☐ Refrigerator ☐ Freezer ☐ Dryer ☐ Range ☐ Washer (specify)

FIRM NAME

ATTENTION:

STREET

CITY

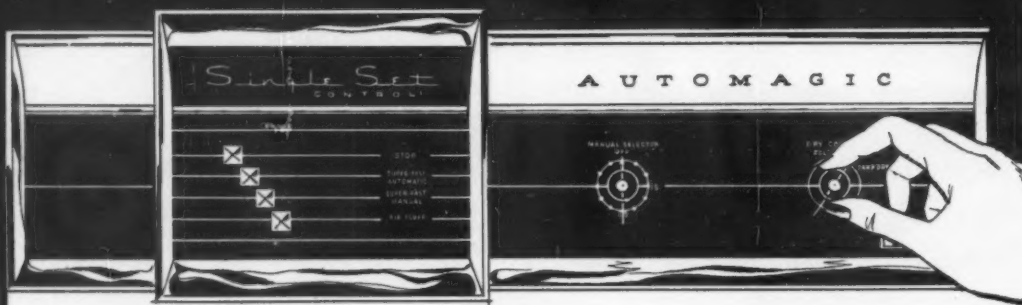
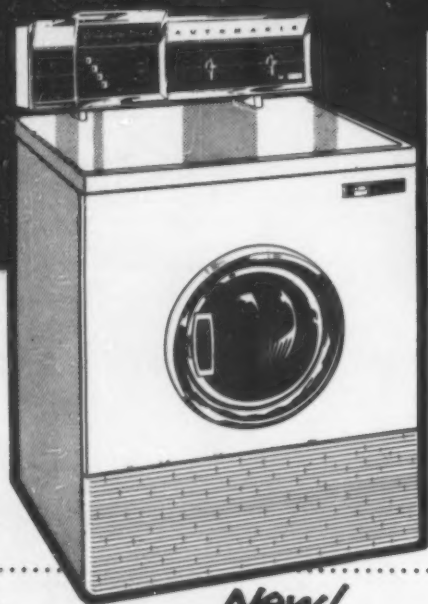
ZONE

STATE

Send price of Slingabout or Wrapabout for
Model # _____ Make _____

THEY
still haven't
caught up with
PHILCO

First dryer that lets you dial the dryness automatically!



Exclusive **MOISTURE MEASURE** in the 1960
PHILCO-BENDIX "AUTOMAGIC" DRYER automatically delivers clothes
damp dry...fold dry...any degree of dryness your customer wants!

New!

Criss-cross tumbling makes Philco 20 minutes
faster than any other popular-priced dryer...

Ordinary dryers tumble clothes straight up and down.
Garments ball up, tangle... dry slowly and un-
evenly. Philco's patented drum design gives criss-
cross tumbling - from front to back, back to front.

Result: Philco dries faster, has greater capacity
than other dryers. Even handles more clothes than
a 40-ft. clothesline! Only a Philco does the same big
load as its matching washer, in the same fast time.



ORDINARY
TUMBLING



CRISS-CROSS
TUMBLING

You say you want an exclusive dryer
sales story for 1960? Picture yourself
delivering this one!

YOU: Yes, ma'am, this new Philco "Auto-
magic" lets you choose the exact degree of
dryness you want—automatically. Just set
the "Moisture Measure" and walk away.
Then, when clothes are just the way you
want 'em, the dryer shuts itself off.

CUSTOMER: If I want my clothes ready to
iron...?

YOU: Set the "Moisture Measure" for as
damp as you like. No need to let clothes
get bone-dry, then resprinkle. No need

for you to stand around touching and test-
ing them.

CUSTOMER: For wash 'n' wear...?

YOU: Just dial-the-dryness as you like it.
Ready to wear, or a bit damp for shaping
on stretchers, etc. Only Philco has it—plus
these other features. Automatic de-wrink-
ling, new criss-cross tumbling that dries
an average washday load in 25 minutes.

CUSTOMER: My, that sounds good!

YOU: Now let me tell you about our easy
terms...

Need we say more? Call your Philco
distributor today!

PHILCO

QUALITY
FIRST!



FD-96

Fastest drying known! 27 minutes or less!

This super-speed RCA WHIRLPOOL gas dryer gives the fastest drying action known... drying a full 20-lb. load in less than 27 minutes, and like other RCA WHIRLPOOL dryers it's self-setting! At the turn of a dial, it sets the correct temperature, drying and cooling-fluffing time... then shuts itself off when clothes are "dry enough",

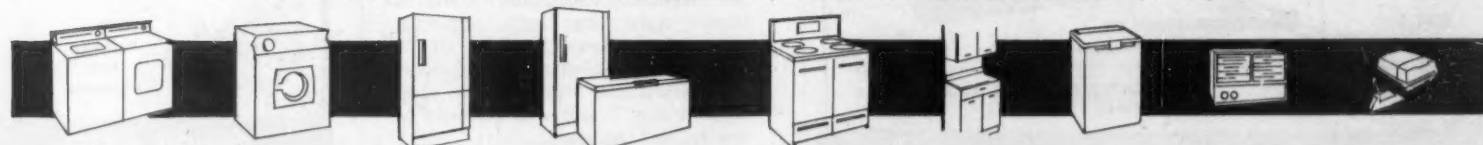
all automatically! Eight automatic cycles assure better, safer drying for any fabric from daintiest sheers to huskiest dungarees including wrinkle-free drying of wash 'n wears. Have the sales advantage of super-speed gas drying plus the faster-than-normal drying found in all RCA WHIRLPOOL dryers.

Call your RCA WHIRLPOOL distributor



Whirlpool DRYERS

RCA WHIRLPOOL... America's first family of home appliances... products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up!... it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Are you part of the PROFITABLE ORGAN MARKET?



An open letter from **JOE BENARON**,
President of **Thomas ORGAN CO.**

Thomas ORGAN CO.
8345 HAYVENHURST AVENUE • SEPULVEDA, CALIFORNIA
EMPIRE 2-3129

Dear Mr. Dealer:

RIGHT NOW... You have the greatest profit opportunity in the history of the electronics industry! **THE ORGAN BUSINESS IS EXPLODING!** Never before has the dealer had such a legion of prospects ready to be sold! Sales are accelerating in electronic organs. Many of the people who bought the several hundred thousand reed organs will want to trade them up.

During the past five years, home organ sales have increased 600%, yet the market saturation has reached scarcely 25%. Test your memory, Mr. Dealer, where have you ever seen obvious potential like this?

You have your greatest profit opportunity with **THOMAS ORGAN**—the lowest priced, highest quality line in the industry. Here is truly the greatest single advance in home entertainment only **THOMAS** gives you. For that reason, **Thomas Electronic Organs** begin in the six hundred dollar range, several hundred dollars under competition... at the same time delivering **MORE FEATURES, MORE VALUE PER DOLLAR**. If you will compare **Thomas'** voicing with any other organ on the market, you will find that here are true, legitimate organ voicings—rich in beauty and thrillingly life-like.

And remember... you enjoy that huge market resulting from selling the additional thousands of families who are able to afford the lower priced **THOMAS ORGANS!** The primary reason that motivates a prospect to buy is the fact that he is convinced he can learn to play. **The Thomas is easy to play, consequently easy to sell.** The Thomas self-teaching lesson plan gets your prospects to play **RIGHT NOW...** clears the way to a sale for **YOU!**

And **Thomas Organs** are easy to sell because of the **Thomas Organ Finance Plan...** No-recourse, no holdbacks. **Thomas** puts you in the organ business easily with a 12 month floor plan at low interest.... And **Thomas** insures you of the opportunity to make full mark-up because you sell within a protected area. Our dealers make an average of \$354 per unit sold.

ONLY THOMAS GIVES YOU ALL THESE ADVANTAGES:

1. Complete full line of lower priced quality goods.
2. A true electronic organ in the \$600 price range.
3. A complete line of logical, easy step-ups.
4. All finishes and cabinet stylings!
5. A complete line of logical, easy step-ups.
6. All finishes and cabinet stylings!
7. 12 month liberal CO-OP ADVERTISING PLAN in the industry.
8. The most liberal CO-OP ADVERTISING PLAN in the industry.
9. A wide variety of hard selling sales promotion and advertising supports.
10. A completely outlined plan of action to put you in **BUSINESS AND SHOW YOU HOW TO MAKE SALES!**

The potential is here, the profits are here, you should get into the organ business with **Thomas!** The time to act is now!

Sincerely,
Joe Benaron
JOE BENARON, President

Call, Write, Wire for Franchise Information!

Franchises are still available in some localities. If you are able to promote and merchandise this product, we can offer you the hottest deal in home entertainment today!

ATLAS DISTRIBUTING CO.
2310 Kamehameha
Honolulu, Hawaii
66-431

CISUM CORPORATION
2202 McKinney Avenue
Houston 3, Texas
Capital 4-1025

DAY MUSIC CO.
2192 North Lewis
Portland, Oregon
Prospect 5-4351

DLW FURNITURE & APPLIANCE CO.
102 Elm Street
Abilene, Texas
OR-46242

FOSTER-SILVEY CO.
47 Irby Ave., N.W.
Atlanta 5, Georgia
Cedar 3-3817

GENERAL APPLIANCE CO.
1101 Harney Street
Omaha 8, Nebraska
WE 4620

G. F. O. DISTRIBUTING COMPANY, INC.
1143 Santee Street
Los Angeles, California
Richmond 7-7201

HOLLANDER & COMPANY
3900 W. Pine Boulevard
St. Louis, Missouri
OLive 2-3900

BERNIE LA MOTTE DISTRIBUTING CO.
40 East Sixth Street
St. Paul, Minnesota
Capitol 4-7662

ROTH APPLIANCE DISTRIBUTORS, INC.
647 West Virginia Street
Milwaukee 4, Wisconsin
BRoadway 1-1111

THE SAMPSON CO.
224 So. Western Avenue
Chicago, Illinois
VI 7-6363

SUPERIOR DISTRIBUTING COMPANY
1601 Baltimore Avenue
Kansas City 8, Missouri
VI 2-0151

N. C. TEAKLE CO., INC.
3242 Telegraph Avenue
Oakland, California
OLympic 8-1701

TEMPO ELECTRONICS
1505 Adams Street
Denver 6, Colorado
KEystone 4-3821

THOMAS ORGAN CO. EASTERN DIVISION
24-11 36 Avenue
Long Island City 6, N.Y.
EMpire 1-3084

VANGUARD DISTRIBUTORS, INC.
1262 East 38th Street
Cleveland, Ohio
EX 1-1805

WM. F. WINSTROM ORGAN SALES
1825 South Shore Drive
Holland, Michigan
EDgewater 5-5492

MERCURY IMPORTING & DISTRIBUTING CO.
376 Niagara Street
Winnipeg 9, Manitoba
40-2859

Thomas ORGAN CO.

Division of Pacific Mercury Electronics
8326 Hayvenhurst Avenue, Sepulveda, Calif.

RUSH COMPLETE DETAILS ON A THOMAS FRANCHISE!

Name _____
Address _____
City _____ Zone _____ State _____

With Eyes on 1960's NRMA Sets Convention

With a record number of sessions scheduled, the 49th annual convention of the National Retail Merchants Assn. will point into the future when it holds its annual meeting in January.

The convention is scheduled for Jan. 10-14 at the Hotel Statler-Hilton in New York. There will be 35 discussion sessions, the annual banquet of the association, the annual dinner of NRMA's smaller-stores division and the luncheon of the Association of Buying Offices. Theme of the convention: "Start the '60's Right."

Members of the newly formed Door Operator and Remote Control Assn. are formulating their group's policies for bettering the industry's standards. The association, restricted to prime manufacturers of garage door operators or remote control operators, has established its new offices at 110 N. Wacker Dr., Chicago.

The promotion committee of the Electric Appliance Dealers of Delaware is winding up this week a campaign to promote the sale of electric and gas clothes dryers for the home. As a sales incentive, they are offering an electric blanket with the purchase of each dryer. Cooperative advertising in the "Wilmington News-Journal" is one feature of the promotion, under the direction of John Cooper Jr. and Robert Howe, co-chairmen of the promotion committee.

A new team of top officers is running the room air conditioner section of the National Electrical Manufacturers Assn. Chairman is C. W. Paulson, manager of the room air conditioning department of the Westinghouse Electric Corp. He succeeds J. B. Ogden, vice president of sales, Airtemp Division, Chrysler Corp., who has been chosen to represent the section on the board of directors of the proposed NEMA consumer products division.

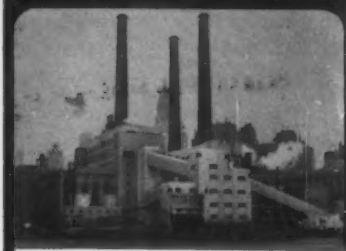
T. H. Ford, assistant to the executive vice president of Fedders Corp., has been elected the sections vice chairman. R. H. Meyers, director of engineering for Fedders, has been named chairman of the NEMA section's general engineering committee.

J. J. Culberg, marketing vice president of Ekco Products Co., has been named to the Planning Council of the American Management Association's packaging division, according to a recent announcement.

Richard L. Paullus, manager of the Western Electronic Manufacturers Assn., has been appointed electronics research officer of the Electronics Investment Management Corp. He will join the corporation Jan. 1 and will have an office in Los Angeles.

B. P. Montagriff, industrial sales engineer for the Public Service Co. of Colorado, has been named to succeed Ralph B. Hubbard, who will retire Jan. 1 as manager of the Rocky Mountain Electrical League. Hubbard has been associated with the electric utility industry for 46 years.

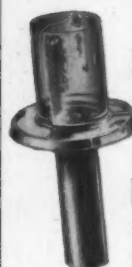
*IWT MAKES EQUIPMENT FOR THE BIG USERS OF PUREST POSSIBLE WATER



WATERSIDE POWER STATION

This huge power plant in New York City has a half million-dollar IWT* Mixed-Bed De-Ionizer that provides high-purity water for high-pressure boilers at the fantastic rate of 5,000 gallons per minute—a total of over EIGHT BILLION gallons since 1954!

*IWT ALSO MAKES



Wants
kleansteam
WATER
CONDITIONER

FOR MILLIONS OF
LITTLE USERS
OF PURE WATER
FOR STEAM IRONS
VAPORIZERS
WARMERS

98¢
COMPLETE
REFILLS
2 FOR
98¢



KLEENSTEAM
Water Conditioner
is a miniature
Mixed-Bed De-
Ionizer that removes

the dissolved impurities from ordinary tap water. It provides the equivalent of distilled water for uses where elimination of lime-forming deposits is important—such as steam irons, vaporizers, bottle warmers, etc. **KLEENSTEAM** is easy to use, convenient, neat, well-made, reliable, and inexpensive! At leading distributors, jobbers, or wholesalers—or write to IWT* for particulars.

PUT THIS DISPLAY TO WORK FOR YOU



Bubble
Package
Also
Available

*ILLINOIS WATER TREATMENT CO.

840 CEDAR ST. • ROCKFORD, ILLINOIS
Specializing in Applications of
ionXchange Since 1937

HEAR THE
MARVELOUS
VOICING OF THE
THOMAS ORGAN
...fill in the coupon
and we'll send
you a free
demonstration
record.

RADIO INDUSTRY FACES SHORTAGE

CONTINUED FROM PAGE 1

units, or a shade over the 7.9 million sold in 1958. By mid-year they'd seen their error and estimates were up to 8.8. Currently, as of last week, most estimates were in the area of 9.2 retail sales. If retail maintains its sales pace, the year will count in at 9.2 million pieces—domestic—for a 16% increase and a 12-year record high.

The big question in manufacturer minds at present is what to produce and how much to produce as they move into the time of the year when production lines must be cut back. If they continue at their present rate—8-million production in 10 months—they'll produce 10-million units this year. Their problem is whether to continue production of models they can produce hoping retailers can switch and trade up from shortage models. Hence the big question mark for the final two months production.

How do you spot the hot items that might be in short supply this year? Again, the big trend this fall has been the price bracket drop. Goods which were hot last year will be hot this year at \$5 to \$10 less depending on the price of the unit.

More specifically here is the trend as pinpointed in two years of advance Christmas planning. For 1958, for instance, in portables, the important items were \$40 and \$50 transistor units. Each bracket was weighted for 40% of portable business. But going into 1959's Christmas season, advanced planning

called for 40% in \$29 and \$34 goods and the second 40% in \$39 to \$49. Same weights but \$5 to \$10 under the previous season.

In clocks the downtrend was similar. In 1958, planning called for 50% of clock money to be spent in multi-function models at \$40 and 25% in single-function models at \$30. Going into 1959, it was 40% to full-function at \$40 and 50% in single- and multi-function at \$25 and \$30.

In table models, 1958 plans called for 50% of table model goods at \$20 to \$22 and 40% at \$25 to \$30. Going into 1959, brackets had switched as follows: 50% at \$14 to \$20 and 40% at \$21 to \$30.

Asked for reasons behind the downtrend, most manufacturers traced it to Japanese competition, either direct or indirect.

Direct competition was Japanese goods at \$29 and \$39 as compared to American goods at \$10 higher last year.

Meanwhile, in this year, the indirect competition has had its effect. In order to compete with glamour transistor portables at glamour prices, table models and clocks have had to come down.

Both these trends intensified as U. S. makers came into Christmas production time. Knowing that almost 50% of their holiday business would be transistor portables, manufacturers turned maximum effort to that category of goods, concentrating on prices ranging from \$29 to \$39.



WITH
COLOR BACKGUARDS



**NEW! BACKGUARDS
NOW! IN 6 COLORS**

Exclusive with *Enterprise* Centennial Styleline Ranges

You'll hit a new high in sales with Enterprise Centennial Styleline Ranges . . . because colorful backguards boost business! Every housewife wants the range with the backguard that matches her kitchen and electric appliances! They sell!

Interchangeable backguards come in 6 Decorama colors and white for every 36" Enterprise Styleline Range and every 30" Enterprise Styleline Range.

- Only \$1.00 more for Enterprise Ranges with color backguards.
- Great, sure-to-sell feature that'll pull in profits for you.



Coral Pink
Canary Yellow
Turquoise Green

Midnite Black
Chinese Red
Cocoa Brown

ORDER NOW!

PHILLIPS & BUTTORFF CORPORATION

NASHVILLE, TENNESSEE

100 ENTERPRISE-ING YEARS



ELECTRIC CAN OPENERS

America's Hottest Line
**BVI PROMOTIONS
ARE HERE!**

Make sure you have enough
stock to handle the crowds insisting on
BVI Electric Can Openers.

ORDER NOW!

Wire or Phone

BURGESS VIBRORAFTERS, INC.
GRAYSLAKE, ILLINOIS • Baldwin 3-4821

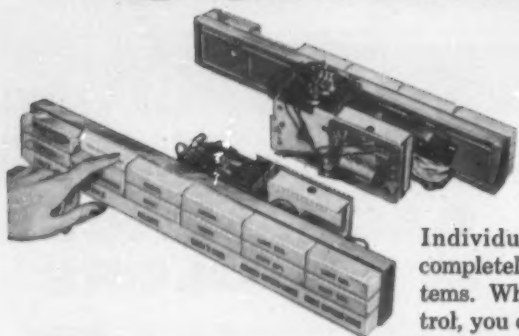
INDEX TO ADVERTISERS

November 30th



Every appliance made today can be controlled just a little bit better with...

CONTROLS



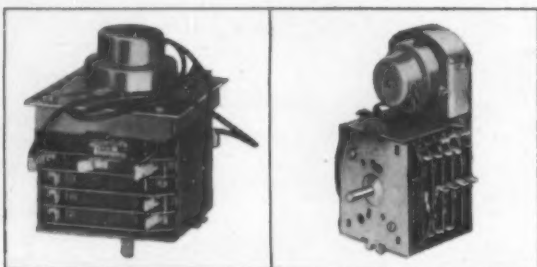
NEW CYCLE-SET POWER TIMER — Completely integrated control system for automatic washers, dryers, combinations. The only control available that automatically selects the right operating cycle for each and every washing or drying situation.



Individual components or completely integrated systems. Whichever are in control, you can be sure of this: Controls Company products

are function-mated to the application. Field records show this results in extra value that helps sell the end-product... and keep it sold!

Shown here are some of the CC controls now helping to make many appliance lines just a little bit better than competition. Write for facts about these and other CC controls.



TANDEM TIMERS — Drive mechanism to rear of switch case for "tight-squeeze" installation in automatic equipment.

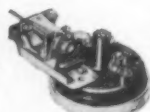
LATERAL TIMERS — Just 2-17/32" deep. For washers, dryers, combinations dishwashers, other automatic equipment.



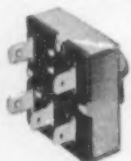
SOLENOIDS — Exclusive double-plunger means more pull for more applications. Four types, twelve models.



SNAPAC SWITCHES — 750 Series (shown) for limit, safety interlocking, door and control switch needs.



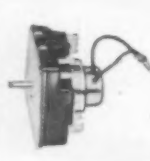
PRESSURE SWITCHES — Single and multi-level pressure. Designed to control liquid levels.



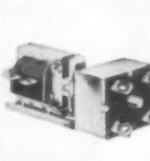
ROTARY SWITCHES — Compact 777 Series (shown) ideal for appliances, vending machines.



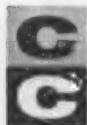
SYNCHRONOUS MOTORS — offer eleven speeds, three shaft types, two lube systems.



INTERVAL TIMERS — Type 105 (shown) for preset appliance time control.



SOLENOID OPERATED SWITCHES — Type 12270 makes, breaks two circuits simultaneously.



Creative Controls for Industry

CONTROLS COMPANY OF AMERICA

9601 Soreng Avenue • SCHILLER PARK, ILL.

A		Moto-Mower Co., The.....30
Aetna Life Affiliated Companies..61	Arvin Industries, Inc.....7	Multitone of Canada Ltd.....69
B		N
Belden Manufacturing Company..66	Blackstone Corp.16	National Appliance Publishing Co.77
Burgess Vibrocrafters, Inc.....73		National Cash Register Co.....27
C		New York News, The.....56
Chicago Sun-Times45	Colson Equipment & Supply Co...75	Norge Sales Corp.
Controls Corp. of America	Appliance & Automotive Div....74	Div. Borg-Warner Corp.....18, 19
E		P
Electric Steam Radiator Corp.....54	Eureka Williams Corp.....28, 29	Pentron Corp.67
F		Philco Corp.70
Flexible Tubing Corp.....77	Frigidaire Div. of	Phillips & Buttorff Corp.....73
General Motors62, 63		Proctor Electric Co.....64
G		R
General Electric Company	Automatic Blanket & Fan Dept...46	Radio Corp. of America.....34-37
Dishwashers52, 53	Gibson Refrigerator Co.....10	Rural Electric Consumer Publications25
Good Housekeeping Magazine....47	Graybar Electric Co.....51	
H		S
Hobart Mfg. Co.....48	Hoffman Electronics Corp.....9	Self-Lifting Truck Co.....69
Hoover Company, The.....80	Hotpoint, A Div. of	Speed-Queen Corp. Div. of McGraw-Edison Co.79
General Electric Co.....5		Sunbeam Corp.14
I		Swing-A-Way Mfg. Co.....69
Illinois Water Treatment Co.....72		Sylvania Electric Products, Inc.58, 75
J		T
Jerrold Electronics Corp.....60		Thomas Organ Co.....72
M		Time, Inc.12, 13
Magna Electronics, Inc.....75	McGraw-Edison Co.	Trade-Wind Motorfans, Inc.....65
Clark Water Heater Div.....68		W
		Webb Manufacturing Co.....69
		Westclox Div. of General Time....20
		Westinghouse Electric Corp.
		Dishwashers57
		Major Appliance Div.....22, 23
		Whirlpool Corp.71, 76
		Y
		Yates Appliance Dolly Sales Co...68
		Youngstown Kitchens39



HARRY C. HAHN, Advertising Sales Manager
WAYNE SMITH, PROMOTION MANAGER
PETER HUGHES, PRODUCTION MANAGER

DISTRICT MANAGERS

New York	W. S. Ackerman, 500 Fifth Avenue, New York 36, N. Y. OX. 5-5959 H. William Davis
Atlanta	W. O. Crank, 1301 Rhodes-Haverty Building, Atlanta 3, Ga. JA. 3-6951
Chicago	D. R. Bauer, 520 N. Michigan Avenue, Chicago 11, Ill. MO. 4-5800 E. J. Brennan
Cleveland	R. J. Scannell, 55 Public Square, Cleveland 13, Ohio. SU. 1-7000
Dallas	F. E. Holland, 1712 Commerce Street, Dallas 1, Tex. RI. 7-5117
Los Angeles	R. H. Antles, 1125 West Sixth, Los Angeles 17, Cal. HU. 2-5450
San Francisco	T. H. Carmody, 68 Post Street, San Francisco 4, Cal. DO. 2-4600

CASWELL SPEARE, Publisher



It's so easy
to deliver appliances
with an
EASLOAD
Safely handles an
800 lb. load



Cut delivery costs with Easload. The only truck that takes the weight off the man and balances it on large retractable wheels where it belongs.

- Tubular slide runners
- Protective rubber pads
- Positive ratchet-type cincher
- Large ball bearing wheels cushioned on 10 x 2.75 tires

Order Easload today — on MONEY BACK GUARANTEE of satisfaction (F.O.B. L.A.)... only \$57.50
Colson Equipment & Supply Co.
1317 Willow Street, Los Angeles 13, California

EASLOAD APPLIANCE TRUCKS

What's with MYHHWANA?

CONTINUED FROM PAGE 6

Ariz.; New Orleans; Butte, Mont.; and Los Angeles, where The Mirror-News was tying the Bureau of Advertising promotion to Operation Snowflake.

In Bakersfield, Calif., an elaborate program was ready to go when dealers balked because of the danger of running out of appliances in December. The Milwaukee Journal planned to take part in the advertising campaign, but called it off because of the steel strike. But Harold Daniels, Journal advertising manager, stressed that the promotion was only being "postponed." The steel strike also was cited as the reason the promotion wasn't attempted in Greensboro, N. C.; Louisville, Ky. (where chances looked good before the shortages developed); Salt Lake City; Grand Rapids, Mich.; and Lansing, Mich.

Francis William of Hawaiian Electric said the promotion was not attempted there because of lack of enthusiasm locally caused by weak national backing.

In Cheyenne, Wyo., it was too early to tell results, but a preliminary check indicated success. But a representative of The Philadelphia Inquirer commented wearily:

"So often there is a lack of interest in these cooperative things... there wasn't anything to offer except editorial support. Perhaps if it had been built around Electrical Week or some thing like that it would have been different..."

High Fashion

Model 5T13—the Twintone—Twin matched front speakers and powerful automated chassis. Record player input jack. Heat- and impact-resistant styrene cabinet in three strikingly new color combinations.



High Profits

For 1960, Sylvania offers new clean-swept styling for a clean sweep in radio sales.

It's improved—the slimline concept that made Sylvania Smart Set Radios this year's fastest moving profit line.

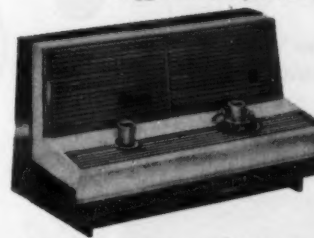
New color-matched, two-tone styling with clean, sharp lines—new integrated control knobs that have the look

and feel of quality... new chassis performance for the industry's biggest performance value.

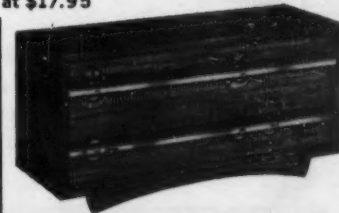
It's the complete line that offers a model for every buyer. Get an early start on the gift season, order today from your Sylvania Distributor. Here are just a few of the many models you can choose from in the newly designed Sylvania Radio line for 1960.

SYLVANIA Radios

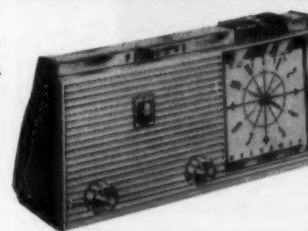
Suggested list prices start at \$17.95



Model 5T12—The Park Avenue. Distinctive Slimline styling. 4" x 6" front-mounted speaker with input jack. Choice of three color combinations in new modern tones.



Model 8F16—The Interlude. Luxurious AM-FM radio in fine furniture cabinetry. Powerful 10-tube, 2-rectifier chassis for sensitive AM and static-free FM reception. Two input jacks for (1) separate stereo amplifier speaker and (2) stereo Multiplex FM broadcasts.



Model 5C13—The Sky Lighter. Deluxe clock radio with push-button control. Full features include on-off, sleep switch and delayed alarm. Slimline styling in attractive new colors is accented by sweeping panoramic dial. A real eye catcher!



Model 7P12—The Lancer. Powerful seven-transistor chassis and heavy-duty 3 1/2" speaker jack. Top performance in a high-impact, hand-size styrene case. Simple thumbwheel tuning with the feel of quality. Sensitive ferrite antenna.

BE AT THE HEAD OF THE LINE...WITH THE FULL LINE



Model DC0-1
Deluxe Console—Walnut

*More Sell-Up
Models—*

*More
Profits!*

*With
American
Made
Magnatone
Chord Organs*

Consoles start at \$199.50
Other models as low as \$149.50

Better delivery One year warranty
Sales-getting advertising program
Generous dealer discount Six merchandising sell-up models...

ALL THIS AND THESE DELUXE FEATURES...

- 100% factory hand-tuned Brass reeds—NEVER needs tuning again
- Exclusive patented vibrato* amplifier—for the "Big Organ" sound
- Decorator cabinets by superior craftsmen
- Easy to play numbered Music Book included
- 40 button Bass
- Three octaves—37 full-size keys
- Dynamic swell pedal, and foot volume control
- Electronic balance control

* PAT. PENDING



Some choice territories available for aggressive distributors

Contact:

MAGNA ELECTRONICS

A Division of The Estey Corporation
Torrance, California

MAGNA ELECTRONICS
2133 Dominguez St., Torrance, Calif.
Please send information to:

name

address

city

state

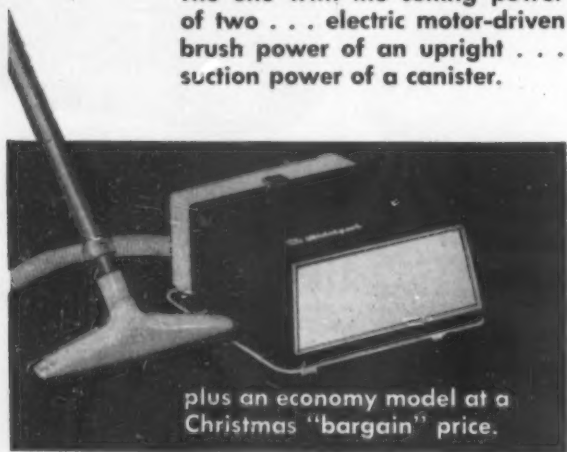
SYLVANIA
Subsidiary of
GENERAL TELEPHONE & ELECTRONICS

DOUBLE IMPACT FOR CHRISTMAS SELLING



New! Exciting!
Sno-Flok Promotion
Will Help You Sell

The one with the selling power
of two . . . electric motor-driven
brush power of an upright . . .
suction power of a canister.



plus an economy model at a
Christmas "bargain" price.

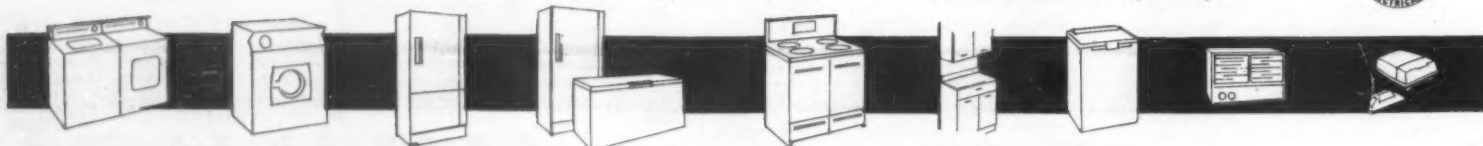
RCA Whirlpool **HOME CLEANING SYSTEM**

"Sno-Flok" . . . the ideal premium for use with the ideal gift . . . the RCA WHIRLPOOL home cleaning system. With it, you offer your prospects the opportunity to transform an ordinary Christmas tree into a \$25.00 beauty. The brand new Sno-Flok "do-it-yourself" kit, powered by an RCA WHIRLPOOL cleaner, has year around use for flocking center pieces, party decorations and favors for home, church or club activities.

Use this unique promotion to sell more than your share of the 895,000 vacuum cleaners that will be sold this Christmas season.

**Call your RCA WHIRLPOOL distributor for
the sales-producing details.**

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America

NO,
Ne
TH
CH
like
deale
So
000
says
Me
all i
An
its "
sents
Th
proo
clean
ger,
(Ton
of th
To
mail
—w
wrap
enou
bott
the
dism
cart
year
To
"Imp
mar
mar
"Mi
chis
city.
Th
the
bran
er v
are
heig

New Look in Christmas Trees— They're Aluminum, and Profitable

Christmas trees next month are likely to have a new look—and dealers are cashing in on it.

Sol Polk, for example, sold 14,000 aluminum trees last year—and says he will move 25,000 in 1959.

Motorola is featuring them in all its holiday window displays.

And Alcoa is plugging them on its "Alcoa Theatre" and "Alcoa Presents."

The new aluminum trees are fire-proof, rust-proof, droop-proof, and clean, according to B. H. Shallinger, originator of the Tomar tree. (Tomar Co., Inc., Chicago, is one of the biggest in the business.)

Tomar trees come in single mailable cartons—stands included—with branches individually wrapped. Assembling them is easy enough—big branches go on the bottom, little ones at the top. When the holidays are over, you simply dismantle the tree, repack it in its carton, and store it until the next year.

Tomar puts out two lines. The "Imperial" line goes to the regular market—appliance dealers, supermarkets, florists and the like. The "Miracle" tree is a limited franchise line—only one dealer per city.

Tree sizes range all the way from the economy four-footer with 33 branches to the deluxe seven-footer with 209 branches. And, there are a number of intermediate heights and shapes. Retail prices

run anywhere from around \$12 for a small economy tree all the way up to \$50. Dealer margins are around 40-42%.

Last year—Tomar's first—the company produced 25,000 trees. Expanded facilities will enable them to put out 10 times that many this year. Future plans include colored trees—in blue, gold and green anodized aluminum. And, believe it or not, there's even a rumor about a built-in pine odor.

Fire Losses Take Dip, But Cost \$95 Million

All through the nation last year firemen were hard at it. Every day the clang of the alarm was heard as departments rushed to 1,994,000 fires.

And although there was a drop in destructive store fires, the siren still screeched for store owners with alarming frequency. Year-end figures showed why: Stores had lost \$95,000,000 to damaging and destructive fires.

The National Fire Protection Association estimated there were 37,200 store fires last year, a drop of 1,500 over 1957. The dollar cost also fell 15%.

The drop was in line with an overall decrease in all fires, but the total national loss (\$1,279,000,000) was still enormous.



THE PUBLIC'S CATCHING ON:

... and they're beginning to see through wild trade-in deals. This year, several leading national chains will tell the public that allegedly high trade-in allowances mean a higher original list price.

This is another good reason why all appliance dealers should have, and use, an authoritative trade-in guide when discussing trade-ins with customers.

Just off the press with up-to-date prices, the NAPCO 1960 Blue Books include all major white goods and TV models, 1948 through 1959. Use the handy coupon to order your copies now.

Please send me:

- ☐ Pair of Blue Books: Home Appliance (White Goods) and TV 1 pair \$10.00 ea.
2 or more \$9.00 ea.
- ☐ Copies, '60 Home Appliance Blue Book 1 copy \$7.50 ea.
2 or more \$6.50 ea.
- ☐ Copies, '60 TV Blue Book 1 copy \$5.00 ea.
2 or more \$4.50 ea.

NAPCO will pay postage and handling charges on all prepaid orders.

Name _____ Company _____

Address _____

City _____ Zone _____ State _____

Napco

National Appliance Publishing Company
INCORPORATED

5004 McKenna Road, Madison 4, Wisconsin

You get SO MUCH MORE with FLEX-VENT®

THE COMPLETE CLOTHES DRYER VENTING LINE



MORE SALES...

With the complete Flex-Vent line you can vent any dryer in any type of installation.



MORE PROFIT...

Automatic profit with each dryer sold.



MORE STORAGE ROOM...

Flex-Vent has the smallest and easiest to stack kits and bulk cartons in the industry requiring only half the ordinary space.



MORE COMPLETE...

The complete Flex-Vent line includes vent hoods; white flameproof flexible tubing; aluminum and transparent window plates; clamps; accessories, etc.



MORE CUSTOMER SATISFACTION...

The quality Flex-Vent line is built 100% by the world's largest manufacturer of flexible tubing. Flex-Vent is approved by leading dryer manufacturers.

Flex-Vent is stocked by hundreds of appliance distributors and parts jobbers across the country. For names of those nearest you, phone, wire or write directly to us at Dept. 8N.

Flexible Tubing

CORPORATION

Guilford, Connecticut • Anaheim, California
Hillside, Illinois • Dallas, Texas

Associate Member of American Home Laundry Manufacturer's Association
Associate Member of The Appliance Parts Jobber's Association



A Quick Check of **BUSINESS TRENDS**

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-49 = 100)	204	166	172	26.8% up (9 mos. 1959)
RETAIL SALES total (\$ billions)	17.7	18.1	16.5	8.9% up (9 mos. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	342	358	299	10.2% up (9 mos. 1959)
FURNITURE, HOME FURNISHING STORE SALES (\$ millions)	586	594	559	5.9% up (9 mos. 1959)
DEPARTMENT STORE SALES (\$ millions)	1142	1183	1055	10.9% up (9 mos. 1959)
VARIETY STORE SALES (\$ millions)	323	315	309	4.8% up (9 mos. 1959)
MAIL ORDER STORE SALES (\$ millions)	149	150	129	14.1% up (9 mos. 1959)
HARDWARE STORE SALES (\$ millions)	219	230	215	5.1% up (9 mos. 1959)
TIRE, BATTERY, ACCESSORY STORE SALES (\$ millions)	211	215	189	13.6% up (9 mos. 1959)
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ millions)	354	354	344	2.9% up* (Sept. 1959 vs. Sept. 1958)
FAILURES of appliance-radio-TV dealers	32	33	33	17.3% less (10 mos. 1959)
HOUSING STARTS (thousands)	105.1	120.4	115.0	18.3% up (10 mos. 1959)
AUTO OUTPUT (thousands)	67,687**	64,233**	138,727**	51.2% down (10 mos. 1959)
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ millions)	18.9+	18.8+	17.6+	7.3% up (3rd qtr. 1959 vs. 3rd qtr. 1958)
DISPOSABLE INCOME annual rate (\$ billions)	335.1+	335.3+	320.4+	4.6% up* (3rd qtr. 1959 vs. 3rd qtr. 1958)
CONSUMER SAVINGS annual rate (\$ billions)	21.9+	24.1+	26.0+	15.8% less* (3rd qtr. 1959 vs. 3rd qtr. 1958)
LIVING COSTS index (1947-49 = 100)	125.2	124.8	123.7	1.2% up (Sept. 1959 vs. Sept. 1958)
EMPLOYMENT (thousands)	66,831	66,347	65,306	2.3% up (Oct. 1959 vs. Oct. 1958)
UNEMPLOYMENT (thousands)	3272	3230	3805	14% less* (Oct. 1959 vs. Oct. 1958)

*new index used.

**figures are for the week ending Nov. 21, 1959 and preceding week.

+figures are for quarters.

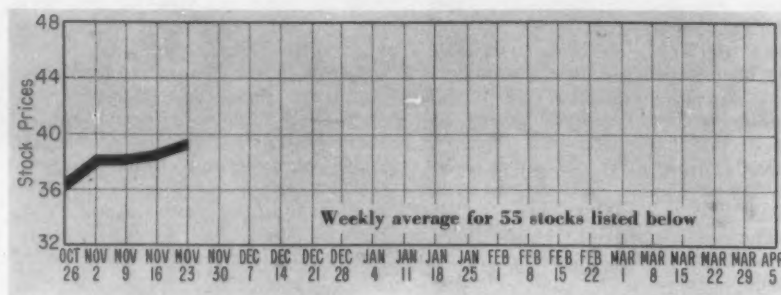
Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

A Quick Check of **INDUSTRY TRENDS:**

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures this week are shown in **bold-face type**.

		1959 (Units)	1958 (Units)	% Change
DISHWASHERS	Sept.	58,300	42,800*	+36.21
	9 Mos.	396,000	288,400	+37.21
DRYERS, Clothes, Electric	Oct.	100,834	115,133	- 3.73
	10 Mos.	719,877	623,824	+15.40
Gas	Oct.	68,835	65,272	+ 5.46
	10 Mos.	370,218	287,205	+28.90
FOOD WASTE DISPOSERS	Sept.	81,500	56,200	+45.02
	9 Mos.	553,800	435,500	+27.16
FREEZERS	Sept.	101,700	121,200	-16.09
	9 Mos.	987,700	835,900	+18.16
INCINERATORS	Sept.	4,500	5,500	-18.18
	9 Mos.	32,900	36,200	- 9.12
RADIOS, Home-Portable-Clock (production)	Week Nov. 13	279,331	240,271	+16.26
	45 Weeks	8,598,268	6,705,696	+28.22
RADIOS, Automobile (production)	Week Nov. 13	63,166	119,244	-47.03
	45 Weeks	4,837,796	2,918,106	+65.79
TELEVISION (production)	Week Nov. 13	149,295	109,444	+36.41
	45 Weeks	5,484,904	4,286,694	+27.95
RANGES, Electric—Standard	Sept.	83,300	68,200	+22.14
	9 Mos.	707,300	573,900*	+23.24
Built-in	Sept.	73,900	53,600*	+37.87
	9 Mos.	544,600	371,800*	+46.47

TAKING STOCK: A quick look at the way in which the stocks of 55 key firms within the industry behaved during the past month. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS	1959 HIGH	1959 LOW	CLOSE NOV. 16	CLOSE NOV. 23	NET CHANGE
NEW YORK EXCHANGE					
Admiral	29½	17	23½	22¾	- ¾
American Motors 2.40	96½	25½	88½	86½	- 2½
Arvin Ind. ¾D	36½	23½	24¼	24¼	+ ¼
Black & Decker 1.20	38	35¾	36¾	37	+ ¼
Borg Warner 2	47¾	37¾	43¾	44¾	+ 1¾
Bulova .60	20½	13¾	16¾	16½	+ ½
Carrier 1.60	48½	34¾	35¼	35½	+ 1¼
Chrysler IXD	72½	50¾	62¼	65	+ 2¾
Daystrom 1.20	49¾	34	37	41½	+ 4½
Decca Records 1	21¼	17	17½	17½	0
Emerson Elec. 1.80B	69¾	48¾	63¾	66¼	+ 3¾
Emerson Radio ¾TXD	26½	12½	16½	16¼	- ¼
Fedders 1	22½	16½	17½	17½	- ½
General Dy. 2	66½	42¾	44¾	44¾	0
General Elec. 2	84¾	74	82¼	83¾	+ 1½
General Motors PF3¼	58½	45	50½	50½	+ ½
General Tele. 2.20	79	60	74¼	75½	+ 1½
Hoffman Elec. .60	37	22¾	29½	31½	+ 1½
Hupp CP¼F	8¾	5¼	6¾	6¾	0
Magnavox 1½B	70¾	48¼	69¾	69¾	0
Maytag 2A	43¾	32¼	42¼	43	+ ½
McGraw-Edison 1.40	48¾	37¼	40½	40¾	+ ¼
Mpl. Honeywell 2A	150	111½	125¼	126¼	+ 1
Minn. Mining & Mfg. 1.60	152¼	111½	144	155	+ 11
Montgomery Ward 2	53¾	40½	52¾	50¾	- 1¾
Monarch 1.20	24	18¾	19¾	18¾	- 1
Motor Wheel .60	21¾	16	16¾	19¾	+ 2¾
Motorola 1½	157½	57½	149	152¼	+ 3¼
Murray CP	31¾	25¾	27½	27½	- ½
Philco	36¾	21	28½	27½	- ½
R.C.A. 1A	71	43¾	65	66	+ 1
Raytheon 3F	73¾	43½	51½	51	- ½
Rheem .30G	25¾	17¾	21¼	21¼	+ ¼
Ronson .60	14¾	10½	11	10¾	- ½
Roper GD	34	18	19	20	+ 1
Schick	17¾	12	16¾	17½	+ ½
Smith A.O. 1.60A	64	44¼	47¾	49	+ 1¼
Sunbeam 1.40A	66½	50	60½	59½	- ½
Welbilt .07E	8¾	3¾	6¼	6	- ¼
Westinghouse 2.40	99¾	70½	97	98	+ 1
Whirlpool 1.40	39¼	28	31	31¼	+ ¼
White Sewing	14	7	11¼	10¼	- 1
Zenith 1.60	136¾	87¼	115	120	+ 5
AMERICAN EXCHANGE					
Casco Pd. .30G	9¾	4¾	8½	7¾	- ¾
Century Elec.	11¼	9¼	9½	9½	+ ¾
Du Mont Lab.	9¾	6	8	8½	+ ½
Herold Rad.	12½	5¾	7¼	7¾	+ ¾
Ironite .15G	8¾	5¾	7½	7¾	+ ¾
Lamb. Ind.	5	3¾	4	4½	+ ½
Muntz TV	3¾	1¾	3¾	3½	+ ¾
Silex	18	2½	6¾	7½	+ 1½
Singer 2.20	59½	45¾	48	47½	- ½
U. S. Air Conditioning .05E	7¾	4½	4¾	4¾	- ½
MIDWEST EXCHANGE					
Knapp Monarch	—	—	4½	4¼	+ ¼
Traveler Radio	—	—	8½	8½	+ ½
Webcor	—	—	11	10¾	- ¼

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959 plus stock dividend. E—Paid last year. F—Payable in stock during 1959 estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.

REFRIGERATORS	Sept.	355,700	295,200*	+20.49
	9 Mos.	2,906,900	2,306,800*	+26.01
VACUUM CLEANERS	Oct.	330,899	339,127	- 2.43
	10 Mos.	2,836,882	2,684,473	+ 5.68
WASHERS, Automatic & Semi-Auto.	Oct.	282,415	303,102	- 6.83
	10 Mos.	2,475,487	2,253,654	+ 9.84
Wringer & Spinner	Oct.	91,729	100,954	- 9.15
	10 Mos.	780,857	755,140	+ 3.41
WASHER-DRYER COMBINATIONS	Oct.	24,798	22,843	+ 8.56
	10 Mos.	165,352	128,988	+28.19
WATER HEATERS, Electric (Storage)	Sept.	71,000	74,300*	- 4.44
	9 Mos.	626,000	611,800*	+ 2.32
WATER HEATERS, Gas (Storage)	Sept.	240,000	230,000	+ 4.35
	9 Mos.	2,281,400	2,003,100	+13.89

*revised.

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

the **IF** and **DO** of your home laundry appliance department

IF you believe that the only way to make real money is to be able to get the full retail price...

IF you are tired of losing sales and cutting prices with "me-too" features...

IF you want more drive, confidence and enthusiasm on your sales floor...

IF you want your own advertising to pack more pulling power...

IF you would welcome a year 'round program of dynamic, factory-sponsored promotions...

IF you want product dependability in fact rather than fiction

... then, by all means, **DO SEE** a Speed Queen representative; have him show you a new 15-minute film entitled "More Money For You." Write, wire, or phone today.

Many
NEW
Washer
Features

the New
**SPEED
QUEEN**
*Royal Pair
for 1960*
featuring the
exclusive,
ever-popular
**STAINLESS STEEL
TUB and DRUM**



Many
NEW
Dryer
Features

McGRAW
EDISON

SPEED QUEEN a division of McGraw-Edison Company, Ripon, Wisconsin

SPEED QUEEN

the Quality-Profit Line

What makes **HOOVER** the biggest name in floor care?

IMAGINATION



Hoover's imagination
makes the
automatic scrubwoman
a reality

It takes imagination to dream up an automatic scrubwoman—and then to make her as hard-working, efficient and good-looking as the Hoover Electric Floor Washer.

This imaginative new invention wets the floor, scrubs it, and then vacuum-drys it instantly. Actually drinks up its own scrubbing water! Makes a housewife's messiest, toughest job almost automatic.

Two kinds of imagination go into everything Hoover makes—the kind that can realize the *need* for a product and the scientific kind that can make that product really *work*. It's this sort of imagination that has put Under-the-Thumb Control on the Hoover Constellation, the Automatic Shift on the Convertible, a stainless steel soleplate on the Hoover iron.

IMAGINATION: the Hoover ingredient that creates selling features for you.
The Hoover Company, North Canton, Ohio.



HOOVER.



FINE APPLIANCES ... around the house, around the world®

